



Town of Newmarket  
**MINUTES**

**MAIN STREET DISTRICT BUSINESS  
IMPROVEMENT AREA BOARD OF  
MANAGEMENT**

Tuesday, March 15, 2016 at 7:30 PM  
Ray Twinney Complex Lounge 2

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, March 15, 2016 in the Ray Twinney Recreational Complex Lounge 2, 100 Eagle Street West, Newmarket.

Members Present: Glenn Wilson, Chair  
Anne Martin, Co-Chair  
Elizabeth Buslovich  
Carmina Pereira  
Olga Paiva  
Jackie Playter  
Rory Rodrigo  
Siegfried Wall

Guests: Grant Buckley  
Ted Heald  
Baiba Roga  
John Heckbert  
Lisa Heckbert  
Tom Hempen  
Debbie Hill  
Heather Burling  
Joe Mariconda  
Linda Mariconda  
Ken Sparks  
Dave Robinson

Staff Present: L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:37 p.m.

G. Wilson in the Chair.

## Additions and Corrections to the Agenda

The Chair advised that the matter of the Lower Main Street South Heritage Conservation District Advisory Group Review listed on the agenda would be considered only if time allowed and that in the absence of the Economic Development Officer, that Items 10 and 11 being the Financial Verbal Update/Account Balance and Community Centre Lands Development Committee Update would be deferred to the April meeting.

Moved by: Jackie Playter  
Seconded by: Olga Paiva

THAT the amendments to the agenda as read aloud by the Chair be received.

**Carried**

## Declarations of Pecuniary Interest

None.

## Presentations

### 1. BIA – Year in Review Presentation.

The Co-Chair addressed those present with a PowerPoint presentation entitled 'BIA - Year in Review'. A suggestion was made for more volunteer involvement at the 2016 Canada Day festivities as well as additional food vendors with 'kid friendly' menus and vegetarian options.

Moved by: Carmina Pereira  
Seconded by: Rory Rodrigo

THAT the PowerPoint presentation by the Co-Chair entitled 'BIA – Year in Review' be received.

**Carried**

### 2. Upcoming BIA Advertising Presentation.

The Co-Chair provided a verbal update with respect to potential print advertising samples and presented a mock-up advertising poster.

Discussion ensued regarding the proposed print advertising layout, costs associated with its sustainability and social media marketing.

Moved by: Carmina Pereira  
Seconded by: Olga Paiva

THAT the verbal update by the Co-Chair and the mock-up sample advertising poster be received.

**Carried**

The Chair provided a verbal update regarding the website and advised that the new provider should have the website live within the next couple of business days.

**Approval of Minutes**

3. [Main Street District Business Improvement Area Board of Management Minutes of February 16, 2016.](#)

Moved by: Jackie Playter  
Seconded by: Siegfried Wall

THAT the Main Street District Business Improvement Area Board of Management Minutes of February 16, 2016 be approved.

**Carried**

4. [Marketing Sub-committee Report.](#)

The Chair distributed copies of the Marketing Sub-committee Report of March 4, 2016.

Moved by: Siegfried Wall  
Seconded by: Rory Rodrigo

THAT the Marketing Sub-committee Report of March 4, 2016 be received.

**Carried**

**Items**

5. [Deputations/Outdoor Patios Discussion.](#)

The Chair provided a verbal status update regarding the Outdoor Patios matter and advised that one more outdoor patio application for a property on Botsford Street known as 'Unika Lounge' has been received and the Town is seeking the Main Street District Business Improvement Area Board of Management's support in advancing this project.

Moved by: Jackie Playter

Seconded by: Olga Paiva

THAT the Main Street District Business Improvement Area Board of Management support the outdoor patio application for the property on Botsford Street known as 'Unika Lounge';

AND THAT Town of Newmarket staff be advised of such.

**Carried**

6. [Main Street Passport Review.](#)

O. Paiva provided a verbal update regarding the Main Street Passport initiative that was presented by Mr. Dave Robinson at the December meeting. She advised that the Marketing sub-committee suggested not supporting the initiative at this time, however, deferred the final decision to the Board of Management.

Mr. Robinson addressed those present with further details associated with the Main Street Passport initiative and provided his opinion that the proposal would assist in making 'Main Street, Newmarket' a destination. Discussion ensued regarding the length of time associated with decision reporting and the feasibility of a presentation to the entire BIA membership in an effort to gauge interest.

The Chair suggested that Mr. Robinson attend the next scheduled Marketing sub-committee meeting and provide more information regarding the proposed opportunity.

7. [Restaurateurs Representation Review.](#)

The Chair provided a verbal status update regarding the feasibility of restaurateurs' representation on the Board of Management; he suggested that if there are restaurateurs who are genuinely interested in Board participation, they could submit their concerns to any Board of Management member or they themselves could form a specific sub-committee.

8. [Marketing Sub-committee Events Update.](#)

O. Paiva provided a verbal update regarding marketing of upcoming events and advised that the Marketing sub-committee had agreed to a token initiative of offering 'Main Street Bucks' for merchants willing to participate at a cost of \$50 per month for a period of 10 months.

Moved by: Jackie Playter  
Seconded by: Rory Rodrigo

THAT the Marketing Sub-committee revitalize the 'Main Street Bucks' initiative for a period of 10 months at a cost of \$50.00 per month for a total of \$500.00.

**Carried**

O. Paiva advised that the Marketing sub-committee suggested an increase in vendor application fees to \$100.00 per booth for the Canada Day festivities with an option to utilize the booth at a future event for that same price.

Moved by: Carmina Pereira  
Seconded by: Elizabeth Buslovich

THAT the vendor fees for booths at the Canada Day Festivities be increased to \$100.00 per booth.

**Carried**

O. Paiva advised that, although an amount of funding had recently been approved for Easter festivities, an additional \$300.00 is required for various sundries.

Moved by: Jackie Playter  
Seconded by: Rory Rodrigo

THAT an amount of \$300.00 be approved for the additional Easter celebration expenses.

**Carried**

O. Paiva provided a verbal update regarding a proposed Mother's Day event and requested expenses funding.

Moved by: Jackie Playter  
Seconded by: Rory Rodrigo

THAT an amount of \$2500.00 be approved for the proposed Mother's Day event expenses.

**Carried**

9. Community Centre Lands Development Committee Update.

O. Paiva requested that, although this item was deferred to the April meeting under the Additions and Corrections to the Agenda portion of the meeting, she provided her opinion that there should be BIA representation on the Community Centre Lands Development Committee. Discussion ensued regarding the structure of the Committee being senior staff members with reporting to Members of Council.

The Chair suggested that this matter be considered at the April, 2016 meeting.

Moved by: Jackie Playter  
Seconded by: Olga Paiva

THAT the matter of BIA representation on the Community Centre Lands Development Task Force be deferred to the April, 2016 Main Street District Business Improvement Area Board of Management meeting.

**Carried**

10. **New Business**

a) R. Rodrigo provided an update from the recent Newmarket Arts Council meeting and advised that the Members are receptive to the idea of Main Street closures for events however; the Arts Council members suggested that timing notice sooner than later, if closures were to take place, is imperative.

Moved by: Jackie Playter  
Seconded by: Rory Rodrigo

THAT the verbal update by R. Rodrigo regarding the Newmarket Arts Council be received.

**Carried**

b) S. Wall queried those present regarding the resignation of a Member of Council and the timing of impending appointment of a replacement.

## **Adjournment**

Moved by: Anne Martin  
Seconded by: Siegfried Wall

THAT the meeting adjourn.

### **Carried**

There being no further business, the meeting adjourned at 9:35 p.m.

### **Carried**

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Date

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G. Wilson, Chair