



Town of Newmarket
MINUTES

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

Tuesday, April 19, 2016 at 7:30 PM
Community Centre - 200 Doug Duncan Drive
Hall # 2

The meeting of the Main Street District Business Improvement Area was held on Tuesday, April 19, 2016 in the Community Centre - 200 Doug Duncan Drive, Hall # 2, Newmarket.

Members Present: Glenn Wilson, Chair
Anne Martin, Co-Chair
Carmina Pereira
Olga Paiva
Jackie Playter
Rory Rodrigo (8:04 to 9:22 p.m.)
Siegfried Wall

Absent: Elizabeth Buslovich

Guests: Grant Buckley
Ted Heald
Baiba Roga
John Heckbert
Lisa Heckbert
Heather Burling
Ken Sparks
Nes Daniel

Staff Present: C. Kallio, Economic Development Officer
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:33 p.m.

G. Wilson in the Chair.

[Additions and Corrections to the Agenda](#)

The Chair advised of a deputation request by Ms. V. Luttrell on behalf of the Grandparent Connection regarding an event scheduled in November, 2016 and the addition of the Main Street Passport initiative.

Moved by: Olga Paiva
Seconded by: Carmina Pereira

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

Carried

Declarations of Pecuniary Interest

None.

Deputations

1. Ms. Valerie Luttrell, on behalf of the Grandparent Connection addressed the Board regarding an Old Fashioned Christmas Craft Show scheduled to take place on November 12, 2016 at the Community Centre and she requested co-promotion of the event via the advertising methods used by the Main Street District Business Improvement Area Board of Management for Main Street events. She suggested that the BIA have a booth/table in the Community Centre foyer to inform participants and attendees of upcoming happenings. The Co-Chair suggested that Ms. Luttrell place flyers in the windows of businesses on Main Street to promote the craft show.

Moved by: Olga Paiva
Seconded by: Carmina Pereira

THAT the deputation by Ms. Valerie Luttrell, on behalf of the Grandparent Connection regarding the Old Fashioned Christmas Craft Show be received.

Carried

2. Mr. K. Sparks queried the Board Members regarding details associated with the Jazz Festival event scheduled for July 30, 2016. The Chair advised that details are still being deliberated and he would report back when more information was available.

Moved by: Jackie Playter
Seconded by: Olga Paiva

THAT the query by Mr. Sparks regarding the Jazz Festival event be received.

Carried

Approval of Minutes

3. [Main Street District Business Improvement Area Board of Management Minutes of March 15, 2016.](#)

The Economic Development Officer provided a verbal update regarding Appointment Committee recommendations with respect to the replacement of a Member of Council as well as Restaurateur representation on the Board of Management. He requested that the Chair send a broadcast message to the membership soliciting interest from restaurateurs and to send an e-mail to the Economic Development Office of interested parties. Olga Paiva advised that she was aware of controversial postings regarding the BIA being made on social media from one proponent. Discussion ensued.

Moved by: Olga Paiva
Seconded by: Carmina Pereira

THAT the Main Street District Business Improvement Area Board of Management Minutes of March 15, 2016 be approved.

Carried

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

The Chair distributed copies of the Marketing Sub-committee Reports of March 16 and April 12, 2016.

Moved by: Siegfried Wall
Seconded by: Anne Martin

THAT the Marketing Sub-committee Reports of March 16 and April 12, 2016 be received.

Carried

Items

5. Financial Verbal Update/Account Balance.

The Economic Development Officer provided a verbal status update of the bank balance and advised he is still awaiting some invoices to cover costs associated with the Easter event.

Moved by: Olga Paiva
Seconded by: Siegfried Wall

THAT the verbal update from the Economic Development Officer regarding the budget account and balance be received.

Carried

6. [Community Centre Lands Development Update.](#)

Discussion ensued regarding the composition of the Community Centre Lands Task Force, schedule of meetings and general public attendance at such. The Economic Development Officer provided information regarding the composition and advised that meetings are open to the public.

The Main Street District Business Improvement Area Board of Management recommends to Council:

Moved by: Olga Paiva
Seconded by: Anne Martin

THAT Council consider formally notifying the Main Street District Business Improvement Board of Management of all upcoming meetings of the Community Centre Lands Task Force.

Carried

R. Rodrigo arrived at 8:04 p.m.

[New Business](#)

a) J. Playter inquired about the status of the construction of the proposed restaurant on the property known as 497 Timothy Street. The Economic Development Officer advised that construction is slated to begin in the summer months of 2016.

b) [Passport Initiative](#)

The Chair provided a verbal status update regarding the Main Street Passport initiative originally presented at the January, 2016 BIA meeting by Mr. Dave Robinson and Mr. Mark Kolb of YourOnLineBusiness. The Chair advised that Mr. Robinson has agreed to guarantee a working technology service of cell phone web based marketing to engage participants to travel and shop Main Street.

The Chair requested the Board of Management consider expending \$2500 as a first payment to Mr. Robinson for the advertising initiative.

Discussion ensued regarding Mr. Robinson's proposal and a suggestion was made to have him propose the initiative to the entire BIA membership, not just the Board of Management.

Moved by: Rory Rodrigo
Seconded by: Siegfried Wall

THAT the Passport Initiative proposal be deferred until the May, 2016 Main Street District Business Improvement Area Board of Management meeting in an effort to obtain more information from Mr. Robinson.

Carried

c) S. Wall inquired who would be providing the monthly Town updates in the absence of a Member of Council on the Board of Management. The Economic Development Officer advised that he would provide the updates until a successor has been appointed.

d) The Economic Development Officer provided a verbal status update regarding a recent webinar attended by some Board of Management members with respect to economic development within downtown cores of municipalities.

e) S. Wall queried the Economic Development Officer regarding the Town's intentions of infrastructure planning, intensification processes, parking strategies and generalized Main Street neighbourhood planning associated with the proposed re-opening of the Old Town Hall facility.

The Main Street District Business Improvement Area Board of Management recommends to Council:

Moved by: Siegfried Wall
Seconded by: Anne Martin

THAT the Main Street District Business Improvement Area Board of Management requests that the Town of Newmarket staff plan and create a parking strategy for the west side of Main Street in the vicinity of the Old Town Hall and Market Square for a successful operation of the Old Town Hall.

Carried

f) O. Paiva queried the Economic Development Officer regarding the membership and mandate of the Community Centre Lands Task Force Parking Sub-committee.

Adjournment

Moved by: Anne Martin
Seconded by: Carmina Pereira

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:22 p.m.

Carried

Date

G. Wilson, Chair