

Tuesday, November 15, 2016 at 7:30 PM  
Community Centre, Hall # 3  
200 Doug Duncan Drive

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, November 15, 2016 in the Community Centre, Hall # 3, 200 Doug Duncan Drive, Newmarket.

Members Present: Glenn Wilson, Chair  
Councillor Bob Kwapis  
Elizabeth Buslovich  
Anne Martin  
Peter Mertens  
Olga Paiva  
Carmina Pereira  
Jackie Playter  
Siegfried Wall

Absent: Rory Rodrigo

Guests: Bill Wolske  
Ness Daniel  
Annemarie Lourenco

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/Corrections to Agenda**

- a) Jackie Playter requested that the Newmarket Winter Wonderland Sponsorship item be added to the agenda.
- b) The Chair advised that the Financial Verbal Update/Account Balance item is added to the agenda.
- c) The Chair advised Mr. Bill Wolske requested deputation status at this meeting and added it to the agenda.

## Declarations of Pecuniary Interest

None.

## Presentations

None.

## Deputations

1. Mr. Bill Wolske addressed those present with a proposal of a children's writing competition with the topic being 'What Does Main Street Mean to You?' Discussion ensued regarding possible prize awards for the top three entries. A suggestion was made to have Mr. Wolske contact the Chair of the Marketing Sub-committee to advance the contest concept.

Moved by: Carmina Pereira  
Seconded by: Olga Paiva

THAT the deputation by Mr. Bill Wolske regarding a children's writing competition be received.

**Carried**

## Approval of Minutes

2. Main Street District Business Improvement Area Board of Management Minutes of October 18, 2016.

Moved by: Jackie Playter  
Seconded by: Elizabeth Buslovich

THAT Main Street District Business Improvement Area Board of Management Minutes of October 18, 2016 be approved.

**Carried**

## Items

### 3. Marketing Sub-committee Report.

Carmina Pereira provided a verbal update regarding the Marketing Sub-committee actions and street events.

Moved by: Siegfried Wall

Seconded by: Olga Paiva

THAT the verbal update regarding the Marketing Sub-committee actions and street events be received.

#### **Carried**

Anne Martin provided information related to the Main Street Merchants Christmas reception scheduled for December 12, 2016 at the Old Town Hall. She advised there will be a slide show presentation by Mr. Wes Playter highlighting historical photographs of Main Street and surrounding area, food stations and a recognition plaque ceremony.

### 4. Newmarket Downtown Development Committee Update.

The Economic Development Officer provided an update and advised that as there have been no new application submissions there was nothing to report at this time.

Moved by: Elizabeth Buslovich

Seconded by: Councillor Kwapis

THAT the verbal update by the Economic Development Officer regarding the Newmarket Downtown Development Committee be received.

#### **Carried**

### 5. Street Events Update.

Carmina Pereira advised that she will be meeting with Ms. Sher St. Kitts in the near future to discuss the feasibility of the Jazz Festival returning to the Riverwalk Commons and Main Street in 2017.

6. Photograph Licensing Fees Discussion. (Deferred from the October 18, 2016 meeting)

The Chair requested that this item be deferred to the next scheduled Main Street District Business Improvement Area Board of Management meeting. Jackie Playter advised that she would contact Mr. Greg King and ask that he meet with the Chair to discuss future photograph applications.

7. Financial Verbal Update/Account Balance.

The Economic Development Officer distributed copies of the current balance sheet dated October 31, 2016 and provided a verbal financial update.

Moved by: Olga Paiva  
Seconded by: Siegfried Wall

THAT the financial balance sheet as distributed by the Economic Development Officer and the verbal financial update be received.

**Carried**

8. Annual General Meeting Date Discussion.

The Economic Development Officer informed those present of the requirement to hold an Annual General Meeting prior to the end of the year. He provided three possible dates.

Discussion ensued regarding providing ample notice to all Members of the Business Improvement Area and the agenda providing opportunity for Members' participation.

Moved by: Peter Mertens  
Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Annual General Meeting be scheduled for Wednesday, December 7, 2016 with the venue to be determined upon availability, with the first location choice being the Community Centre and Lions Hall, the second being the Public Library and the third being the Old Town Hall;

AND THAT the 2017 Main Street District Business Improvement Area Annual General Meeting be scheduled in October, 2017.

**Carried**

## **Closed Session**

There was no requirement for a Closed Session.

## **New Business**

a) Jackie Playter requested approval of sponsorship funding in the amount of \$500.00 for Winter Wonderland lighting in Riverwalk Commons.

Moved by: Jackie Playter  
Seconded by: Olga Paiva

THAT an amount of \$500.00 be approved for the sponsorship of Winter Wonderland lighting in Riverwalk Commons.

## **Carried**

b) The Chair advised of an inclusive invitation to the Town of Newmarket Sponsorship Appreciation Event scheduled for December 2, 2016 from noon to 2:00 p.m. at the Old Town Hall.

c) Anne Martin requested approval of a plaque purchase to recognize former Mayor of Newmarket, Mr. Tom Taylor for his involvement and dedication to Newmarket.

Moved by: Anne Martin  
Seconded by: Jackie Playter

THAT Anne Martin be authorized to purchase a recognition plaque for Mr. Tom Taylor to be presented at the Main Street Merchants Christmas reception on December 12, 2016.

## **Carried**

d) The Economic Development Officer advised that the Town's Audit Committee has queried some aspects of the Main Street District Business Improvement Area Board of Management's financial statements and the Audit Committee will be formally requesting audited statements on a go forward basis. He provided information related to accurate practice of invoice submission and Harmonized Sales Tax qualifications.

e) Siegfried Wall queried Councillor Kwapis regarding future Council updates to the Main Street District Business Improvement Area Board of Management, specifically related to Ward 5 matters. Councillor Kwapis advised he would provide Council updates to the Board of Management as they become available.

Mr. Wall queried Councillor Kwapis specifically about the Main Street Clock Inc. re-development application and the Ward 5 election process and results. Mr. Wall imparted his personal opinion regarding this matter and on a point of order, Peter Mertens suggested that the Chair call Mr. Wall out of order. The role of the Chair in his capacity chairs the meeting in an objective manner in accordance with the Town's Procedure By-law and decides to acknowledge and rule on whether a point of order or a point of privilege is in order. The Chair ruled Mr. Wall out of order and terminated Mr. Wall's opportunity to continue dialogue.

f) Carmina Pereira requested an expense allotment of \$600.00 for a two year subscription to 'Picture This' advertising maps.

Moved by: Jackie Playter  
Seconded by: Peter Mertens

THAT an amount of \$600.00 be expended for the purchase of a two year subscription to 'Picture This' advertising maps.

**Carried**

g) The Chair advised of a local publisher of a magazine entitled 'Look Local' who endorsed the Main Street District Business Improvement Area in the September issue with various business ads in that edition.

h) Radio Advertising.

Moved by: Olga Paiva  
Seconded by: Anne Martin

THAT the Main Street District Business Improvement Area Board of Management approves an amount of up to \$1500.00 to purchase holiday season advertising on The Jewel 88.5 radio station.

**Carried**

i) Carmina Pereira advised that she will be meeting with representatives of VivaNext for potential advertising opportunities on area buses and will report back to a future meeting.

## **Adjournment**

Moved by: Jackie Playter

Seconded by: Olga Paiva

THAT the meeting adjourn.

## **Carried**

There being no further business, the meeting adjourned at 9:50 p.m.

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Date

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G. Wilson, Chair