



Town of Newmarket MINUTES

MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA ANNUAL GENERAL MEETING

Wednesday, December 7, 2016 at 7:00 PM
Community Centre, Hall # 3
200 Doug Duncan Drive

The Main Street District Business Improvement Area Annual General Meeting was held on Wednesday, December 7, 2016 in Hall # 2 of the Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Ted Heald, Haven
Baiba Roge, Haven
Anne Robins, Robins Pharmacy
Ken Sparks, Good Vibes on Main
3 Owners, Aubergine

Guest: Mayor Van Bynen

Board of Management Members: Glenn Wilson, Chair
Anne Martin, Vice-Chair
Peter Mertens
Olga Paiva
Carmina Pereira
Jackie Playter
Siegfried Wall
Councillor Kwapis

Absent: Elizabeth Buslovich
Rory Rodrigo

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

The meeting was called to order at 7:10 p.m.

Glenn Wilson in the Chair.

Welcome and Introductions to Annual General Meeting

The Chair welcomed those present and introduced Members of the Main Street District Business Improvement Area Board of Management.



Declarations

None.

Approval of Minutes

1. Main Street District Business Improvement Area Annual General Meeting Minutes of November 23, 2015.

Moved by: Carmina Pereira
Seconded by: Olga Paiva

THAT the Main Street District Business Improvement Area Annual General Meeting Minutes of November 23, 2015 be approved.

Carried

Approval of Financial Statements

2. Main Street District BIA Financial Statements Year ended December 31, 2015.

Moved by: Peter Mertens
Seconded by: Siegfried Wall

THAT the Main Street District Business Improvement Area Board of Management Financial Statements for the year ended December 31, 2015 be approved.

Carried

Year in Review - 2016

3. The Chair provided a PowerPoint presentation highlighting events held on Main Street and area during the 2016 calendar year.

Discussion

4. a) 2017 Strategic Marketing Initiatives

Discussion ensued regarding proposed expenditures associated with strategic marketing for the upcoming year.

b) 2017 Proposed Events

The following occasions will be recognized in 2017 with an event:

Easter, Mother's Day, Canada Day, Music on Main/Jazz Festival, Monster Bash, Candle Light Parade and BIA Christmas Party

c) 2017 Proposed Budget

The Chair advised that the Main Street District Business Improvement Area Board of Management has been sponsoring a \$500 sum to the organizers of Winterfest each year and will continue to do so in 2017. He advised that radio advertising has been very successful and a summer promotion will be considered as well as potential advertising on York Region buses will be investigated in 2017. The Chair further advised that the Board of Management would like to implement website posts and maintenance as a paid position in 2017.

The Chair advised that the annual BIA merchant levies will remain the same for 2017, with the extra monies proposed being drawn from reserves.

Discussion ensued regarding the amount of monies allocated for the BIA Christmas gathering scheduled for the Old Town Hall on December 12, 2016. A suggestion was made for the future to focus such funds to advertising efforts and sell tickets for a Christmas gathering. The Chair advised that the Board of Management would consider that suggestion.

The Vice-Chair provided rationale behind the costs associated with the organization of the BIA Christmas gathering.

Councillor Kwapis advised that the membership should peruse the community assessment document prepared by Mr. Adrian Cammaert, Senior Planner – Policy as there were some notable recommendations regarding advertising methods and wayfinding signage that could be incorporated into the proposed 2017 budget.

Moved by: Carmina Pereira
Seconded by: Ted Heald

THAT the proposed 2017 Business Improvement Area Budget in the amount of \$37,700.00 be approved.

Carried

New Business

a) Mr. Sparks queried the Board Members regarding the website company being used. The Chair advised that the company was still in business, they have just moved off Main Street, he further advised that in 2017, the Board of Management will be considering retention of an individual to update the website, the Facebook page and other social media sites.

b) Mr. Heald advised of concerns related to the derelict buildings on Main Street, specifically the one located to the north of the establishment known as Made in Mexico. He inquired if there is anything the BIA Board of Management can do about the property standards issues associated with derelict buildings.

Mr. Kwapis advised that he will be putting forward a Notice of Motion at an early 2017 Council meeting for staff to investigate best practices of other cities and Town's with respect to by-law enforcement of property standards of derelict buildings.

c) The owner of Aubergine Restaurant queried the Board of Management Members regarding the appearance of Main Street between Millard Avenue and Davis Drive not having the same continuity as between Millard Avenue and Water Street. Jackie Playter advised that the Business Improvement Area boundaries are only between Millard Avenue and Water Street.

d) Anne Martin advised that in her opinion, the derelict buildings have a detrimental effect on the neighbouring businesses. Councillor Kwapis advised that he has made this issue a priority.

e) Mr. Sparks publicly thanked the Main Street District Business Improvement Area Board of Management for their hard work.

f) Councillor Kwapis advised that he recently attended a Town hosted sponsorship event at the Old Town Hall and he presented a plaque that was bestowed on the Main Street District Business Improvement Area Board of Management, as they were recognized for bringing activities to Main Street that drew the community together.

g) Jackie Playter advised that First Night Newmarket –New Year's Eve celebrations will be at Riverwalk Commons on December 31, 2016 from 6:30 to 9:00 p.m.

h) Jackie Playter advised that she has received a request from representatives of the Presbyterian Church that they would like to be more involved with the Business Improvement Area.

i) Anne Martin requested that Mayor Van Bynen apprise Town staff that the BIA Board of Management appreciates the meticulous care given to the area of Riverwalk Commons.

j) Councillor Kwapis advised that lighting options should be considered for the laneway from Riverwalk Commons to Main Street.

Adjournment

Moved by: Jackie Playter

Seconded by: Olga Paiva

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 8:30 p.m.

Date

G. Wilson, Chair