

Welcome and Introductions to Annual General Meeting

Approval of Minutes

1. Approval of November 23, 2015 Annual General Meeting Minutes p. 1

Approval of Financial Statements

2. Approval of 2015 Financial Statements

Year in Review

3. 2016 in Review

Members' Discussion

4.
 - a) 2017 Strategic Marketing Initiatives
 - b) 2017 Proposed Events
 - c) 2017 Proposed Budget (to be approved)

New Business

Adjournment

**MAIN STREET DISTRICT
BUSINESS IMPROVEMENT
AREA ANNUAL GENERAL
MEETING**

Monday, November 23, 2015 at 7:00 PM
Community Centre – Hall # 3
200 Doug Duncan Drive

The meeting of the Main Street District Business Improvement Area Annual General Meeting was held on Monday, November 23, 2015 in Hall # 3, Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Chris Bobyk, Main Street Clock Inc.
Megan Fisher, Nutmeg Bakery
Boris Fong, Hungry Brew Hops
Ted Heald, Haven
Elisabeth Hempen, 220 Main Street
Wendy & Natasha Morley-Lissas, Elemental Core Healing
Norm Pereira, 246 and 252 Main Street
Jackie Playter, Roadhouse and Rose
Baiba Roge, Haven
Ken & Vickie Sparks, Good Vibes on Main

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

Absent: Rory Rodrigo

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

The meeting was called to order at 7:05 p.m.

Glenn Wilson in the Chair.

Welcome and Introductions

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

Approval of Minutes

1. Main Street District Business Improvement Area Annual General Meeting Minutes of November 10, 2014.

Moved by: Ken Sparks

Seconded by: Carmina Pereira

THAT the Main Street District Business Improvement Area Board of Management Minutes of November 10, 2014 Annual General Meeting be approved.

Carried

Approval of Financial Statements

2. Main Street District BIA Financial Statements Year ended December 31, 2014.

The Economic Development Officer provided a verbal update regarding the financial position and balance of the Main Street District Business Improvement Area Board of Management and advised that copies of the financial statements were available at the front entrance to the meeting room.

Moved by: Councillor Sponga

Seconded by: Elisabeth Hempen

THAT the Main Street District Business Improvement Area Board of Management financial statements for the year ended December 31, 2014 be approved.

Carried

2015 Review

3. 2015 Review.

The Chair provided a verbal update regarding events held on Main Street and surrounding vicinity during the 2015 calendar year.

2016 Budget

4. The Chair distributed copies of the proposed 2016 budget and provided details associated with the listed line items.

Discussion ensued regarding proposed expenditures of website design/content, proposed advertising and proposed expansion of occasion events. He advised that the Board of Management determined the following occasions should be recognized in 2016 with an event:

Valentine's Day, Easter, Mother's Day, Father's Day, Canada Day, Art Council Participation, Jazz Festival, Fall Festival, Candle Light Parade, Breakfast with Santa.

A suggestion was made to include a Halloween event to the proposed 2016 festivities.

The Chair advised those present of the upcoming Merchants Holiday Gathering scheduled for December 7, 2015 at the Maid's Cottage beginning at 6:30 p.m. at \$35 per ticket with a cash bar.

A suggestion was made to utilize some of the proposed advertising funds to purchase wayfinding signage to be placed at the Farmer's Market in an attempt to draw shoppers to Main Street from the market location.

Other suggestions included using some funds to purchase Christmas decorations, placing a float in the annual Santa Claus parade, purchasing promotional materials and utilizing tent cards in the area restaurants; all in an effort to promote the B.I.A.

The Economic Development Officer advised that the Downtown Parking Review Task Force will be analyzing the wayfinding signage requirements for the downtown core.

Discussion ensued regarding publicity for the area restaurants and possible cuisine based events such as 'Summer-licious and Winter-licious' along with cross promotion of restaurant menu items to coincide with the Town's Annual Garlic Festival.

The Chair advised that the annual B.I.A. merchant levies will remain the same for 2016, with the extra monies proposed being drawn from reserves.

Moved by: Ken Sparks
 Seconded by: Norm Pereira

THAT the proposed 2016 Business Improvement Area Budget in the amount of \$37,100.00 be approved.

Carried

New Business

a) Mr. Sparks queried the Board Members about a 5 and 10 year visionary plan for Main Street. The Chair advised that the Board would like to assemble a Strategic Planning sub-committee to formulate a 5 and 10 year visionary plan.

b) Mr. Bobyk addressed those present with a verbal status update regarding the proposed amended development application for the property known as 180-194 Main Street (Main Street Clock Tower). Discussion ensued regarding intensification, sustainability, proposed gross floor area and probable construction timelines if the development proceeds. Further discussion ensued regarding current maintenance issues associated with the property, community feedback and proposed re-activation of the development application.

c) Ms. Sparks requested that the area merchants be sent occasional reminders to keep the front of their establishments tidy.

d) The Chair thanked Ms. Sparks for her work in updating and maintaining the Main Street Facebook page.

Adjournment

Moved by: Norm Pereira
 Seconded by: Natasha Morley-Lissas

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:00 p.m.

Date

G. Wilson, Chair