



Town of Newmarket
AGENDA

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

Tuesday, March 21, 2017 at 7:30 p.m.
Hall #2, Community Centre
Doug Duncan Drive

Agenda compiled Tuesday, March 14, 2017 10:01 AM

Additions/Corrections to Agenda

Declarations of Pecuniary Interest

Presentations

Approval of Minutes

- 1 BIA Minutes of February 21, 2017.

- 2 Marketing Sub-Committee Report/Minutes.

Items

- 3 Street Events Update.

- 4 Financial Update.

- 5 Newmarket Downtown Development Update.

- 6 Newmarket Car Club - Car Show Event Discussion.

- 7 Newmarket National Play Festival- Financial Sponsorship Discussion.

- 8 Ontario BIA Conference Discussion.

Closed Session (if required)

New Business

Adjournment



Town of Newmarket MINUTES

MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT

Tuesday, February 21, 2017 at 7:30 PM
Community Centre Hall # 2
200 Doug Duncan Drive

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, February 21, 2017 in Hall # 2 of the Community Centre - 200 Doug Duncan Drive, Newmarket.

- Members Present: Glenn Wilson, Chair
Councillor Bob Kwapis
Elizabeth Buslovich
Anne Martin
Olga Paiva
Carmina Pereira
Jackie Playter
Rory Rodrigo
- Absent: Peter Mertens
Siegfried Wall
- Guests: Councillor Hempen
Kathy Kumpula
Penny Rodrigo
Mike D'Angela
Donna D'Angela
Mike Halfin
President, V-P and Treasurer of Newmarket Car Club
- Staff Present: C. Kallio, Economic Development Officer
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:30 p.m.

G. Wilson in the Chair.

Additions/Corrections to Agenda

The Chair advised of a deputation by Mr. Mike Halfin and the addition of Projection Lighting Display discussion.

Moved by: Rory Rodrigo
Seconded by: Jackie Playter

THAT the additional items be included in the agenda.

Carried

Declarations of Pecuniary Interest

None.

Presentations

None.

Deputations

a) The President, Vice-President and the Treasurer of the Newmarket Car Club addressed the Main Street District Business Improvement Area Board of Management and provided information related to their intentions to host a Car Show on Main Street on Saturday June 10, 2017 beginning at 11:00 a.m. and concluding at approximately 5:00 p.m.

Discussion ensued regarding the closure of Main Street from Park Avenue to Water Street and the associated concerns related to customers access to businesses.

The Chair requested feedback from the Board of Management regarding their preference for a Saturday or Sunday Car Show.

A suggestion was made to defer this matter until more information can be obtained related to the impacts associated with the Car Show presence on Main Street.

Moved by: Councillor Kwapis
Seconded by: Elizabeth Buslovich

THAT the matter of the Newmarket Car Club Car Show tentatively scheduled for Saturday June 10, 2017 be deferred to the March 21, 2017 meeting of the Main Street District Business Improvement Area Board of Management.

Carried

b) Mr. Mike Halfin, Artistic Director, Newmarket National Play Festival, addressed the Main Street District Business Improvement Area Board of Management to provide information regarding an event scheduled for July 21, 22, 2017 at the Old Town Hall and the Newmarket Theatre. He advised the festival will be a series of 24 – 10 minute plays in real time with an emphasis on attracting millennials from the City of Toronto to take GO Transit to Newmarket for a staycation while enjoying various aspects of arts and culture.

Moved by: Councillor Kwapis
Seconded by: Jackie Playter

THAT the deputation by Mr. Mike Halfin, Artistic Director, Newmarket National Play Festival be received.

Carried

A motion was presented and discussion ensued regarding sponsorship for the Newmarket National Play Festival.

Moved by: Councillor Kwapis
Seconded by: Carmina Pereira

THAT the concept of the Newmarket National Play Festival be endorsed in principle and that financial sponsorship from the Main Street District Business Improvement Area in an amount anywhere between \$1.00 and \$10,000.00 be subject to more information being provided along with a business case and same to be considered at the March 21, 2017 Main Street District Business Improvement Area Board of Management meeting.

Carried

Moved by: Councillor Kwapis
Seconded by: Elizabeth Buslovich

THAT the deputation by the representatives of the Newmarket Car Club be received.

Carried

Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of January 17, 2017.

Moved by: Olga Paiva
Seconded by: Jackie Playter

THAT the Main Street District Business Improvement Area Board of Management Minutes of January 17, 2017 be approved.

Carried

Items

2. Marketing Sub-committee Report

The Chair distributed copies of the Marketing Sub-committee Minutes of January 25, 2017.

A request was made to obtain an itemized list of expenses related to the Main Street Christmas Party held at the Old Town Hall. The Chair advised that if anyone wished to obtain such a list to contact him and he would provide it.

Councillor Kwapis requested a compiled list of tentative Main Street closure dates for the remainder of the year. The Chair advised that he would compose such a list and send it to the BIA membership and merchants of Main Street.

Moved by: Jackie Playter
Seconded by: Anne Martin

THAT the Marketing Sub-committee Minutes of January 25, 2017 be received.

Carried

3. Street Events Update

The Chair advised there was nothing to report at this time.

4. Financial Update

The Economic Development Officer provided a verbal update regarding the bank balance and advised that no invoices were submitted in January, 2017 for payment.

Moved by: Elizabeth Buslovich
Seconded by: Rory Rodrigo

THAT the verbal update by the Economic Development Officer regarding the bank balance to date was received.

Carried

5. Newmarket Downtown Development Committee Update

The Economic Development Officer provided a verbal update regarding the applications considered at the Newmarket Downtown Development Committee meeting held on February 1, 2017.

Moved by: Olga Paiva
Seconded by: Rory Rodrigo

THAT the verbal update by the Economic Development Officer regarding the applications considered at the Newmarket Downtown Development Committee meeting held on February 1, 2017 be received.

Carried

6. Website Invoice Update

The Chair provided a verbal update regarding an invoice from the website developer. The Chair further advised that a website coordinator has been retained to conduct updates to the website on a regular basis.

Moved by: Olga Paiva
Seconded by: Anne Martin

THAT the verbal update by the Chair regarding the BIA website be received.

Carried

7. Outdoor Patios Discussion

The Economic Development Officer provided a verbal update regarding the Outdoor Patios hours of operation. He advised that staff will be bringing forward a report to Council recommending that the Main Street restaurant outdoor patios be permitted to remain open until 11:00 p.m. to bring their operating hours more closely in line with those in the rest of Town.

Discussion ensued regarding enforcement of hours of operation for various establishments.

Moved by: Jackie Playter
Seconded by: Councillor Kwapis

THAT the Main Street District Business Improvement Area Board of Management endorse the Town's plan to permit downtown patios to remain open until 11:00 p.m. throughout the outdoor patio season.

Carried

8. Projection Lighting Discussion

The Chair suggested that due to time constraints, this item be deferred to the March, 2017 Main Street District Business Improvement Area Board of Management meeting.

Olga Paiva advised that she had queried the staff members who conducted the Projection Lighting demonstration about the impacts of such a display on neighbouring residential tenants and those residential tenants had not been consulted and should be regarding said exhibit. She requested that her comments be on record as being opposed to flashing lights/advertising displays and requested more information be provided to her with respect to other municipalities that are conducting such exhibits. Discussion ensued regarding the costs associated with this proposed public art display.

Closed Session

The Chair advised there was no requirement for a closed session.

New Business

None.

Adjournment

Moved by: Jackie Playter
Seconded by: Elizabeth Buslovich

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:47 p.m.

Date

G. Wilson, Chair