

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

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

Members Present: Glenn Wilson, Chair  
Councillor Bob Kwapis  
Elizabeth Buslovich (7:33 to 9:15 p.m.)  
Anne Martin  
Peter Mertens  
Olga Paiva  
Carmina Pereira  
Jackie Playter  
Rory Rodrigo  
Siegfried Wall

Guests: Kathy Kumpula  
Mike D'Angela  
Donna D'Angela  
Rob Gardner, Newmarket Car Club  
Anne-Marie Million, National Play Festival  
Jacob Gal, York Region Pride Fest

Staff Present: C. Kallio, Economic Development Officer  
C. Service, Director of Recreation & Culture (7:30 to 8:00 p.m.)  
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 the following additions to the agenda:

- a) Outstanding Invoice from Website Studio Inc.
- b) Deputation by Mr. Jacob Gal on behalf of York Region Pride Festival

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**

Mr. Jacob Gal on behalf of York Region Pride Fest addressed the Board of Management with details related to this year's York Pride Festival and parade scheduled for June 17, 2017 at Riverwalk Commons. Mr. Gal advised of this year's theme being Colours of Canada to coincide with Canada 150 celebrations and he requested the opportunity to work collaboratively with the BIA membership for a successful event.

Moved by: Jackie Playter  
Seconded by: Olga Paiva

THAT the York Pride Festival and parade scheduled for June 17, 2017 at Riverwalk Commons be endorsed by the Main Street District Business Improvement Area Board of Management.

**Carried**

## **Approval of Minutes**

1. Main Street District Business Improvement Area Board of Management Minutes of February 21, 2017.

Moved by: Councillor Kwapis  
Seconded by: Carmina Pereira

THAT the Main Street District Business Improvement Area Board of Management Minutes of February 21, 2017 be approved.

**Carried**

## **Items**

### 2. Marketing Sub-committee Report

The Chair distributed copies of the Marketing Sub-committee Minutes of March 17, 2017.

Moved by: Anne Martin  
Seconded by: Rory Rodrigo

THAT the Marketing Sub-committee Minutes of March 17, 2017 be received.

**Carried**

### 3. Street Events Update

C. Pereira provided a verbal update regarding the upcoming Easter festivities. She advised that most of the advertising will be conducted on social media as well as the 'What's Happening' portion of the Era newspaper and a SNAP'd representative will be invited to take photos.

Moved by: Siegfried Wall  
Seconded by: Elizabeth Buslovich

THAT the verbal update report regarding the upcoming Easter festivities be received.

**Carried**

### 4. Financial Update

The Economic Development Officer distributed a document providing details of the revenues and expenses to date for the Main Street District Business Improvement Area Board of Management.

Moved by: Jackie Playter  
Seconded by: Anne Martin

THAT the verbal update by the Economic Development Officer regarding the Main Street District Business Improvement Area Board of Management revenue and expenses to date be received.

**Carried**

5. Newmarket Downtown Development Committee Update

The Economic Development Officer advised that the next scheduled meeting of the Newmarket Downtown Development Committee is Friday, March 31, 2017 and an update would be provided at the April meeting of the Main Street District Business Improvement Area Board of Management.

Moved by: Olga Paiva  
Seconded by: Rory Rodrigo

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

**Carried**

6. Newmarket Car Club – Car Show Event

Discussion ensued regarding the feasibility of the Car Show event taking place on Sunday, June 11, 2017 instead of Saturday, June 10, 2017 as to not impede on area businesses that rely heavily on Saturday transactions.

Moved by: Olga Paiva  
Seconded by: Councillor Kwapis

THAT the Main Street District Business Improvement Area Board of Management endorse the Newmarket Car Club Car Show event to be held on Sunday, June 11, 2017.

**Carried**

The Chair advised that he would attempt to engage all the Main Street retailers to advise them of the Sunday car show event in an effort to have them remain open for business.

7. Ontario BIA Conference Discussion

Discussion ensued regarding anticipated attendance at the Ontario Business Improvement Area Conference scheduled for April 2 to 5, 2017 in Toronto.

Moved by: Peter Mertens  
Seconded by: Carmina Pereira

THAT the Main Street District Business Improvement Area Board of Management allocate an amount of \$2,000.00 for two Board Members attendance at the three day Ontario Business Improvement Area Conference on April 2 to 5, 2017 in Toronto. (\$1466.74 registration fee + \$500.00 expenses).

**Carried**

P. Mertens suggested that the Board Members attending the conference should study the details contained within the Business Improvement Area Handbook.

8. Newmarket National Play Festival

R. Rodrigo provided a verbal update regarding the status of the upcoming Newmarket National Play Festival scheduled for July 21 to 23, 2017. He read aloud from a brief, highlighting details of how many play script submissions have been received to date, information on proposed pop-up galleries and anticipated participation of local merchants. Discussion ensued regarding available sponsorship opportunities and the Board heard from Ms. Anne-Marie Million with respect to sponsorship amounts and headlining positions.

Moved by: Rory Rodrigo  
Seconded by: Carmina Pereira

THAT an amount of \$10,000.00 be allocated to the Newmarket National Play Festival from the Main Street District Business Improvement Area Board of Management to acquire the headlining title presenting sponsorship.

**Carried**

8. Website Invoice Update

Discussion ensued regarding the photographs on the BIA website and the associated outstanding invoice of \$678.00 for use of those photographs since the inception of the upgraded website.

Moved by: Carmina Pereira  
Seconded by: Anne Martin

THAT the invoice from Mr. Jason Wightson of Website Studio Inc. in the amount of \$648.00 for use of his photographs on the BIA website be paid with thanks.

**Carried**

## **Closed Session**

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

## **New Business**

a) Councillor Kwapis distributed copies of maps showing the downtown core parking options and suggested that Board Members distribute to area merchants. Councillor Kwapis advised that the Town is currently conducting a wayfinding study initiative which will be coming forward to Council in due course. The Economic Development Officer provided a status update about the wayfinding initiative and advised that the Community Centre Lands Task Force has allocated some funding for wayfinding signage opportunities.

b) Carmina Pereira distributed a document entitled York Region Transit Rate Card which highlighted options and costs to advertise on York Region buses.

Moved by: Jackie Playter  
Seconded by: Olga Paiva

THAT an amount of \$1685.00 be approved for Main Street District Business Improvement Area advertising on the Newmarket/Aurora/East Gwillimbury bus routes for period of 12 weeks.

**Carried**

c) Jackie Playter advised that Councillor Kwapis will be shaving his head on April 2, 2017 at Upper Canada Mall to raise funds in the fight against cancer.

d) The Economic Development Officer provided an update regarding the recent Council adoption of the outdoor patios hours of operation extension to 11:00 p.m. seven days per week. A suggestion was made that the Chair sends out an e-mail to the area restaurants advising of the extension of outdoor patio hours of operation.

## **Adjournment**

Moved by: Olga Paiva  
Seconded by: Elizabeth Buslovich

THAT the meeting adjourn.

## **Carried**

There being no further business, the meeting adjourned at 9:15 p.m.

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Date

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G. Wilson, Chair