

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, April 18, 2017 in Hall # 2 of the Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Glenn Wilson, Chair
Councillor Kwapis
Anne Martin
Peter Mertens
Olga Paiva
Carmina Pereira
Jackie Playter
Rory Rodrigo (7:33 to 8:41 p.m.)
Siegfried Wall

Absent: Elizabeth Buslovich

Guests: Carl Milroy
Ranji Singh

Staff Present: S. Chase, Director of IT Innovation
C. Kallio, Economic Development Officer
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:33 PM.

G. Wilson in the Chair.

Additions/Corrections to Agenda

The Chair advised that the Presentation by the Director of IT Innovation would take place once the technical difficulties with the projector were rectified.

Declarations of Pecuniary Interest

None.

Deputations

Culture Bridge Initiatives

Mr. Ranji Singh, on behalf of Culture Bridge Initiatives, addressed those present with a request to endorse the proposal of a performance entitled 'Sounds of India' as part of an overall entertainment showcase scheduled for the weekend of July 7 to 9th. Mr. Singh advised that he is currently in discussions with Town staff regarding the use of the Old Town Hall for the Friday evening show, however if that venue is unavailable, he requested that the Board of Management consider the closure of Main Street as a contingency setting for the proposed two hour event. He further advised that the July 8th and 9th performances will be held at the Magna Centre.

Moved by: Olga Paiva
Seconded by: Rory Rodrigo

1. That Mr. Singh be provided an additional five minutes for his deputation.

Carried

Mr. Singh recommended that a Main Street closure only be considered as a contingency plan and that the July 8th and 9th entertainment showcase will be held at the Magna Centre. He concluded his deputation by asking for promotion of the weekend long program by Main Street merchants window posters leading up to the event.

Moved by: Councillor Kwapis
Seconded by: Rory Rodrigo

1. That the Main Street District Business Improvement Area Board of Management endorses, in principle, the event entitled Culture Bridge Initiatives scheduled for July 7 to 9, 2017 and;
2. That the closure of Main Street as a possible contingency location for the 'Sounds of India' performance be further deliberated should the Old Town Hall use option not proceed.

Carried

Moved by: Rory Rodrigo
Seconded by: Siegfried Wall

1. That the deputation by Mr. Ranji Singh, Culture Bridge Initiatives regarding an event entitled 'Sounds of India' be received.

Carried

Craft Beer Festival

Mr. Carl Milroy, on behalf of the Red Thread Brewing Co., addressed the Board of Management requesting endorsement of the concept of a Craft Beer Festival at Riverwalk Commons in late summer/early fall of 2017. Mr. Milroy advised he has had preliminary discussions with some area restaurateurs regarding such an event.

Moved by: Paul Mertens
Seconded by: Carmina Pereira

1. That the Main Street District Business Improvement Area Board of Management endorses, in principle, a Craft Beer Festival event at Riverwalk Commons in late summer/early fall, 2017.

Carried

Moved by: Paul Mertens
Seconded by: Anne Martin

1. That the deputation by Mr. Carl Milroy, the Red Thread Brewing Co. regarding a Craft Beer Festival be received.

Carried

Approval of Minutes

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

Moved by: Councillor Kwapis
Seconded by: Anne Martin

1. That the Main Street District Business Improvement Area Board of Management Minutes of March 21, 2017 be approved.

Carried

Items

2. Marketing Sub-committee Report/Minutes.

The Chair advised that there are no Marketing Sub-committee Minutes available for review. Carmina Pereira provided a verbal update regarding the successful Easter celebrations on Main Street despite the inclement weather.

Moved by: Jackie Playter
Seconded by: Anne Martin

1. That the verbal update by Carmina Pereira regarding the Easter celebrations be received.

Carried

Presentation

3. The Economic Development Officer introduced the Director of IT Innovation who then provided a PowerPoint presentation detailing various initiatives and programs related to aspects of connectivity in digital messaging and smart parking pilot projects. The presentation was a high level overview of Innovate Newmarket/Open Newmarket/Digital Newmarket/Connected Newmarket. She concluded her presentation with funding detail challenges associated with proposed installation of Solar Powered Phone Charging Stations (a.k.a. Soofa Benches) on the sidewalks of Main Street and requested financial support from the Main Street District Business Improvement Area Board of Management as a contributor with the two-fold benefit of BIA advertising options on said street furniture and availability of customizable collected aggregate user data provided by the Town's IT department.

Rory Rodrigo left the meeting at 8:41 p.m.

Moved by: Olga Paiva
Seconded by: Carmina Pereira

1. That the Main Street District Business Improvement Area Board of Management supports the Soofa Bench project in an amount of up to \$5,000.00, subject to confirmation of the Reserve Fund figures and funds availability, and
2. That such purchase of a Soofa Bench be expended specifically from the Reserve Fund Account.

Carried

Moved by: Peter Mertens
Seconded by: Councillor Kwapis

1. That the presentation by the Director of IT Innovation regarding initiatives and programs related to aspects of connectivity and the Soofa Bench proposal be received.

Carried

4. Street Events Update

Carmina Pereira provided a verbal update regarding the upcoming Canada Day festivities and advised that the stage and various performers have been reserved.

Moved by: Councillor Kwapis
Seconded by: Siegfried Wall

1. That the verbal update report regarding the upcoming Canada Day festivities be received.

Carried

5. Financial Update

The Economic Development Officer distributed a document providing details of the revenues and expenses and provided a verbal update of financial statistics.

Moved by: Peter Mertens
Seconded by: Olga Paiva

1. 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

6. Newmarket Downtown Development Committee Update

The Economic Development Officer provided a verbal update regarding the seven financial incentive applications and grants that were considered at the March 31, 2017 Newmarket Downtown Development Committee meeting. He provided a brief overview of submission details.

Moved by: Olga Paiva
Seconded by: Councillor Kwapis

1. That the verbal update by the Economic Development Officer regarding the Newmarket Downtown Development Committee meeting and the financial incentive applications and grants that were considered be received.

Carried

Closed Session

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

New Business

- a) Carmina Pereira requested that Board of Management Members send their comments to her via e-mail regarding Members' preference for advertising messages on Viva buses as part of the marketing campaign that was approved at the March, 2017 Main Street District Business Improvement Area Board of Management meeting.
- (b) Siegfried Wall requested clarification regarding retention of professional planners and legal counsel with respect to the upcoming Ontario Municipal Board Hearing related to the redevelopment of the property known as the Clock Tower. Councillor Kwapis provided a verbal update with respect to preparation efforts by Town staff for the Ontario Municipal Board Hearing. The Chair reiterated the position of the Main Street District Business Improvement Area Board of Management with respect to the redevelopment of that property (December 15, 2015 resolution) and inquired as to whether the Town would require the Board's participation or assistance. The Chair offered the Board's participation should the Town make such a request.

- (c) Anne Martin requested that the remaining monies in the Reserve Fund Account be allocated to purchase wayfinding signage at Davis Drive and Water Street.

The Economic Development Officer clarified that wayfinding signage opportunities form part of the overall connectivity initiative that was presented by the Director of IT Innovation earlier in the meeting.

- (d) Olga Paiva requested that the previously approved expenses for Members' registration at the 2017 Ontario Business Improvement Area Conference be re-allocated to the 2018 conference.

Moved by: Olga Paiva
Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management re-allocate an amount of \$2,000.00 (registration fee and expenses) for two Board Members' attendance at the 2018 Ontario Business Improvement Area Conference.

Carried

- (e) Olga Paiva requested funding allotment for the Canada Day festivities.

Moved by: Olga Paiva
Seconded by: Jackie Playter

1. That an amount of \$10,000.00 be allotted for Canada Day festivities purchases.

Carried

Adjournment

Moved by: Councillor Kwapis
Seconded by: Jackie Playter

1. That the meeting adjourn at 9:26 PM.

Carried

Date

G. Wilson, Chair