

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, May 16, 2017 in Hall # 2 of the Community Centre – 200 Doug Duncan Drive, Newmarket.

Members Present: Glenn Wilson, Chair  
Elizabeth Buslovich  
Councillor Kwapis  
Anne Martin  
Peter Mertens  
Olga Paiva  
Jackie Playter  
Rory Rodrigo  
Siegfried Wall (7:38 to 9:45 PM)

Absent: Carmina Pereira

Guest: Sandra Quiteria, Central Counties Tourism Representative

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

The meeting was called to order at 7:31 PM.

G. Wilson in the Chair.

### **Additions/Corrections to Agenda**

The Chair advised of the following additions to the agenda:

- (1) PowerPoint Presentation by Ms. Sandra Quiteria of Central Counties Tourism
- (2) Tourism Oriented Directional Signage (TODS) invoice

Moved by: Rory Rodrigo  
Seconded by: Councillor Kwapis

1. That the additions be included on the agenda.

**Carried**

## **Declarations of Pecuniary Interest**

None.

## **Presentation**

1. Central Counties Tourism Presentation

Ms. Sandra Quiteria, representative of Central Counties Tourism addressed the Board of Management with a PowerPoint presentation highlighting details of aspects of the Tourism Ontario strategic marketing initiatives, tourism readiness assessment needs and information related to BIA and historical districts. She advised that opportunities exist to partner with Tourism Ontario for specific events. Ms. Quiteria advised she would forward the Tourism Ontario partnership criteria information to the Main Street District Business Improvement Area Board of Management.

Moved by: Olga Paiva  
Seconded by: Rory Rodrigo

1. That the presentation by Ms. Sandra Quiteria, Central Counties Tourism regarding strategic marketing initiatives, tourism readiness and possible partnership opportunities be received.

**Carried**

## **Approval of Minutes**

2. Main Street District Business Improvement Area Board of Management Minutes of April 18, 2017.

An amendment was made to the minutes by referencing the correct name of Peter Mertens in motions made at the April 18, 2017 meeting.

Moved by: Jackie Playter

Seconded by: Peter Mertens

1. That the Main Street District Business Improvement Area Board of Management Minutes of April 18, 2017, as amended, be approved.

**Carried**

## **Items**

3. Marketing Sub-committee Report/Minutes

The Chair advised there has not been a Marketing Sub-committee meeting held recently, so there is nothing to report at this time.

4. Street Events Update

The Chair advised that the Canada Day festivities arrangements are well underway and the celebrations will last two hours longer than in previous years.

5. Financial Update

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

Discussion ensued regarding obtaining a list of the annual approved budget items and reserve fund account balance. The Chair suggested that an informal accounting overview of year to date financial figures could be provided at the next scheduled Main Street District Business Improvement Area Board of Management meeting.

Moved by: Peter Mertens

Seconded by: Councillor Kwapis

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

Jackie Playter advised there has not been a Newmarket Downtown Development Committee meeting held recently, so there is nothing to report at this time.

7. Lower Main Street Permit Parking for Residential Tenants

Olga Paiva requested that Town of Newmarket staff investigate the feasibility of permit parking for residential tenants of Main Street. Councillor Kwapis advised that he brought a motion forward to Council with respect to staff analysis of parking options on a Town wide basis. He suggested that a Town representative attend the next scheduled Main Street District Business Improvement Area Board of Management meeting to provide more information related to parking alternatives.

The Chair advised that he would like to see the implementation of a Parking Task Force that could meet and discuss options associated with the uniqueness of parking challenges within a Heritage Conservation District, specifically Main Street.

Moved by: Councillor Kwapis

Seconded by: Siegfried Wall

1. That the Main Street District Business Improvement Area Board of Management requests Town of Newmarket staff attend an upcoming BIA meeting for a detailed discussion of available parking options for Main Street.

**Carried**

8. Garbage and Main Street Maintenance

Olga Paiva advised that tenants on Main Street are placing refuse at curbside a day earlier than scheduled trash pick-up days. She requested that the Town of Newmarket send letters to all owners and tenants reminding them to place refuse out in a timely fashion to coincide with pick-up. Discussion ensued regarding unsightly refuse containers along Cedar Street.

Olga Paiva advised that Main Street merchants would like Town staff to give more frequent attention to street up-keep (i.e – sweeping and cleaning). Councillor Kwapis advised that he has received a verbal commitment from the Public Works Services department of a street sweeping route for each Friday

(weather permitting). Councillor Kwapis distributed a copy of the route map for information. Anne Martin advised that the brick flower bed located in front of 171 Main Street has been neglected for some time and requested improvement measures. Councillor Kwapis suggested that the Director of Public Works Services be invited to an upcoming BIA meeting to discuss trash and street maintenance issues.

9. Tourism Oriented Directional Signage (TODS) invoice

The Economic Development Officer requested payment of a recent invoice in the amount of \$600.00 + HST for the Tourism Oriented Directional Signage located on Highway 404.

Moved by: Jackie Playter  
Seconded by: Olga Paiva

1. That the invoice in the amount of \$600.00 + HST for the Tourism Oriented Directional Signage be disbursed.

**Carried**

## **Closed Session**

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

## **New Business**

10. a) Rory Rodrigo requested traffic calming measures be implemented on Main Street. Discussion ensued regarding speeding and police enforcement.

Moved by: Rory Rodrigo  
Seconded by: Anne Martin

1. That Main Street be added as a priority location for portable flashing speed board signs.

**Carried**

- b) Councillor Kwapis distributed a copy of the Town's Customer Service Ticket Report showing service and concern statistics by Ward.

c) Peter Mertens requested earmarking some time at the next scheduled meeting to review the Board of Management's mandate and objectives. He suggested that the Board of Management follow a list of criteria when they are asked for funding assistance by various groups or individuals and the Board of Management should have a clear understanding of how best to utilize marketing dollars to benefit Main Street.

d) Jackie Playter suggested that the Board of Management consider implementing print advertising into the marketing strategy.

## **Adjournment**

Moved by: Peter Mertens

Seconded by: Jackie Playter

That the meeting adjourn at 9:45 PM.

**Carried**

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Date

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G. Wilson, Chair