



Town of Newmarket  
**MINUTES**

**Main Street District Business  
Improvement Area Board of Management**

Tuesday, June 20, 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, June 20, 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  
Carmina Pereira  
Jackie Playter  
Rory Rodrigo  
Siegfried Wall (7:40 to 9:40 PM)

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

The meeting was called to order at 7:30 PM.

G. Wilson in the Chair.

**Additions & Corrections to the Agenda**

None.

**Declarations of Pecuniary Interest**

None.

**Presentations & Recognitions**

None.

**Deputations**

None.

## Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of May 16, 2017.

Moved by: Elizabeth Buslovich  
Seconded by: Jackie Playter

1. That the Main Street District Business Improvement Area Board of Management Minutes of May 16, 2017 be approved.

**Carried**

2. Marketing Sub-committee Report/Minutes

The Chair advised there are no Marketing Sub-committee Minutes for distribution.

## Street Events Update

Carmina Pereira advised of the following:

- The President of the Newmarket Car Club extended appreciation for a very successful car show event held on June 11, 2017
- Positive feedback received regarding the York Region Pride Parade held on June 17, 2017
- BIA Booth requires volunteer staffing for Canada Day between 10:00 AM and 7:00 PM
- Meeting scheduled with representatives of "ParticipACTION" to discuss a viable event for the summer of 2018 for area sports clubs to present their contributions and advise of area recreational programs
- Meeting scheduled with representative of a lighting business to discuss illumination options
- Meeting scheduled with a festival/events promotion company and report back to Board of Management

The Chair advised that event preparation consumes a lot of time for Board of Management Members who are also carrying out their business duties and as such, investigation of possible retention of a promotion company to assist is being contemplated.

Moved by: Elizabeth Buslovich  
Seconded by: Siegfried Wall

1. That the verbal street events update be received.

**Carried**

### **Financial Update and Accounting Overview of Year to Date Expenditures**

The Economic Development Officer distributed a document entitled 2017 BIA Budget Balance and provided a verbal update on funds expended to date. The Chair requested that such documentation be provided monthly or bi-monthly going forward. The Economic Development Officer advised he would speak to the Business Development Specialist about future production of year to date expenditures and continuation of distribution of such records.

Moved by: Carmina Pereira  
Seconded by: Peter Mertens

1. That the verbal financial update and accounting overview of year to date expenditures document be received.

**Carried**

### **Newmarket Downtown Development Committee Update**

Jackie Playter advised that the next scheduled meeting of the Newmarket Downtown Development Committee is June 30, 2017.

### **Store Front Window Screening Discussion**

- (a) Councillor Kwapis advised that he requested a staff report related to investigation and best practices regarding store front window screening for vacant buildings. He advised that the staff report should be coming before Committee of the Whole for consideration on August 28, 2017.
- (b) The Economic Development Officer suggested contact with the owner of the property known as Main Street Clock Inc. to discuss possible use of that building's windows for display purposes. Rory Rodrigo inquired if the organizers of the Newmarket 10 Minute Play Festival could feasibly utilize those windows to advertise the upcoming event. Councillor Kwapis advised he would obtain the contact information and forward it to Mr. Rodrigo.

Moved by: Siegfried Wall  
Seconded by: Jackie Playter

1. That the verbal update regarding store front window screening be received.

**Carried**

## **Main Street District Business Improvement Area Board of Management Mandate/Objectives/Best Use of Marketing Funds**

Peter Mertens queried the marketing strategy and brand of the Business Improvement Area and what is the achievable target market? He provided a verbal chronicle of his previous experience with various other Business Improvement Area memberships and associated affiliations. He requested a measurement tool of Board of Management investment dollars and fact based objectives.

Discussion ensued regarding advertising methods used over the course of BIA establishment and this term Board's decision to be active in event focused actions to engage Main Street visitors. Further discussion ensued regarding education of Main Street happenings via social media and destination purpose.

Various Board of Management Members provided feedback regarding Main Street building size restrictions, retail attraction, parking, directional information signage, e-commerce competition, Town staff resources and annual budget figures.

The Chair invited Mr. Mertens to future Marketing sub-committee meetings.

### **Introduction**

The Economic Development Officer introduced Ms. Elizabeth Bryan, Business Development Specialist. He advised that Ms. Bryan will be the staff liaison for the Main Street District Business Improvement Area Board of Management.

### **New Business**

- (a) Councillor Kwapis provided a verbal update with respect to concerns raised by the Vice-Chair in an e-mail regarding maintenance, landscaping and waste accumulation.
- (b) Councillor Kwapis distributed copies of an article that appeared recently in the Toronto Sun highlighting Main Street, Newmarket.
- (c) Discussion ensued regarding the challenges associated with having numerous events taking place concurrently on Main Street and the surrounding area.

Moved by: Councillor Kwapis  
Seconded by: Olga Paiva

1. That the Main Street District Business Improvement Area Board of Management considers flexibility in accommodating requests for street events to be held on Sundays dependent on event practicality in an effort

to spread out the anticipated crowds and challenges associated with several social gatherings occurring simultaneously.

**Carried**

Siegfried Wall queried Councillor Kwapis regarding future development of the property known as the Christian Baptist Church. Councillor Kwapis advised there was nothing to report at this time.

**Adjournment**

Moved by: Elizabeth Buslovich  
Seconded by: Peter Mertens

1. That the meeting adjourn at 9:40 PM.

**Carried**

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Date

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G. Wilson, Chair