

A meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, March 18, 2014 at 7:30 p.m. in Hall # 1, Community Centre and Lions Hall at 200 Doug Duncan Drive.

Members Present: Councillor Sponga
Jackie Playter, Chair
Nancy Barnard
Adrian Cammaert
James Elliott
Steven Gilbert
Anne Martin

Absent: Nancy Gerry
Siegfried Wall

Guests: Olga Paiva, Canada T
Ken Sparks, Good Vibes on Main
Vickie Sparks, Good Vibes on Main

Staff: C. Kallio, Economic Development Officer
L. Moor, Council/Committee Coordinator

Jackie Playter in the Chair.

The meeting was called to order at 7:32 p.m.

ADDITIONS

Nancy Barnard requested that Ms. Vickie Sparks address the Board of Management on behalf of the Marketing Sub-committee to discuss parking issues.

DECLARATIONS OF INTEREST

None.

1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 1 APPROVAL OF MINUTES

Main Street District Business Improvement Area Board of Management Minutes of February 18, 2014.

**Moved by Nancy Barnard
Seconded by Anne Martin**

THAT the Main Street District Business Improvement Area Board of Management Minutes of February 18, 2014 be approved.

CARRIED

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 2
FINANCIAL REPORTS**

The Economic Development Officer provided a verbal financial update of Board expenditures to date and advised of the current balance being \$26,300.

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 3
COMMITTEE REPORTS**

- a) The Chair advised that she had recently visited the local school which has similar streetlight standards which will be installed on Main Street in the future and she advised she was impressed with the quality of illumination.
- b) Councillor Sponga provided a brief update regarding the proposed gateway entrance arch feature at Main Street and Davis Drive.
- c) Ms. Vickie Sparks addressed those present as Chair of the Main Street District Business Improvement Area Marketing Sub-committee and distributed a document with details of parking issues and a copy of a draft letter to landlords and merchants requesting encouragement to free up Main Street parking for visitors. A suggestion was made to provide the document to Siegfried Wall for referral to the Town's Parking Review Task Force.

**Moved by Councillor Sponga
Seconded by Nancy Barnard**

- 1. THAT the distributed document regarding parking issues and the draft letter to landlords and merchants presented by Ms. Vickie Sparks be received;**
- 2. AND THAT delivery of the letters should take place as soon as possible;**
- 3. AND THAT the document be forwarded to the Director of Engineering Services.**

CARRIED

- d) Discussion ensued regarding the Canada Day festivities and the funding required.

**Moved by Nancy Barnard
Seconded by Anne Martin**

THAT the Main Street District Business Improvement Area Board of Management contributes \$4,000.00 for costs associated with the Canada Day festivities event.

CARRIED

- e) Discussion ensued regarding the Jazz Festival scheduled on the Civic Holiday weekend.

**Moved by Nancy Barnard
Seconded by Adrian Cammaert**

THAT the Main Street District Business Improvement Area Board of Management contributes \$3,000.00 for costs associated with the Jazz Festival event on the Civic Holiday weekend.

CARRIED

The Chair requested that \$450.00 be provided by the April 15, 2014 due date for the rental of a table at the front of the stage and the balance can be provided by mid-July, 2014.

- f) Discussion ensued regarding the street closure on the Friday, Saturday and Sunday evenings. A suggestion was made to have a more fulsome discussion about the street closures at the Marketing Sub-committee meeting.

**Moved by James Elliott
Seconded by Steven Gilbert**

The Main Street District Business Improvement Area Board of Management recommends to Council:

THAT the Main Street District Business Improvement Area Board of Management requests that Town of Newmarket Public Works staff install rolling casters on all the large flower pots that are placed on Main Street during the summer months in an effort to utilize the pots as barriers when the street is closed to vehicular traffic.

CARRIED

- g) Councillor Sponga provided a verbal update regarding various issues associated with Main Street (delivery truck parking, snow/ice challenges, waste/refuse),
- h) Councillor Sponga advised of some new businesses scheduled to open in the near future on Main Street.

- i) James Elliott provided a verbal update regarding the Guitar Extravaganza and advised that he has seen three of the guitars that have been used as canvas for art; he advised that once he receives five completed works, that they will be on display at various venues throughout Town.
- j) James Elliott advised that he has confirmed five musical bands for the Canada Day festivities.

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 4
REVIEW OF EVENTS**

The Chair advised that this matter on the agenda has been dealt with under Item 3 – Committee Reports.

**5. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 5
RESTAURANTS/BUSINESSES/DEVELOPMENT**

The Chair advised that this matter is deferred to the April, 2014 Main Street District Business Improvement Area Board of Management meeting.

**6. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 6
NEW BUSINESS**

- a) Discussion ensued regarding waste/refuse piling up behind the property known as 211 Main Street as well as other restaurant establishments, resulting in the potential for vermin-related issues.
- b) The Economic Development Officer provided positive feedback from the Savour Downtown restaurant tour and advised of its extreme success and staff already have a waiting list of names for next year's event.

**Moved by Councillor Sponga
Seconded by Steven Gilbert**

THAT the meeting adjourn.

CARRIED

There being no further business, the meeting adjourned at 9:05 p.m.

Date

Jackie Playter, Chair

Next Meeting is April 15, 2014 at the Newmarket Community Centre and Lions Hall at 7:30 p.m.