



Town of Newmarket
MINUTES

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

Tuesday, November 20, 2017 at 7:00 PM
Community Centre Hall # 2

200 Doug Duncan Drive

The Main Street District Business Improvement Area Annual General Meeting was held on Monday, November 20, 2017 in Hall # 3 of the Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Jenn McLachlan, Cachet
Ashley Torgis, Covernotes
Penny and Tom Zielinski, Bikesports
Borris Fung, Little Brew Hops/Hungry Brew Hops
Vickie and Ken Sparks, Good Vibes on Main
Allan Cockburn, Old Village Free House
Peter Geibel, on behalf of Main Street Realty
Anna Jafari, Aubergine
Ted Heald, Haven
Baiba Roge, Haven

Board of Management
Members: Glenn Wilson, Chair
Anne Martin, Vice-Chair
Peter Mertens
Olga Paiva
Carmina Pereira
Siegfried Wall
Councillor Kwapis
Rory Rodrigo
Jackie Playter

Absent: Elizabeth Buslovich

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

Welcome and Introductions to Annual General Meeting

The Chair welcomed those present and introduced Members of the Main Street District Business Improvement Area and Board of Management.

Declarations

None.

Approval of Minutes

1. Main Street District Business Improvement Area Annual General Meeting Minutes of December 7, 2016.

Moved by: Anne Martin
Seconded by: Siegfried Wall

1. That the Main Street District Business Improvement Area Annual General Meeting Minutes of December 7, 2016 be approved.

Carried

Approval of Financial Statements

The Business Development Specialist gave an overview of the financial statements.

Moved by: Rory Rodrigo
Seconded by: Carmina Pereira

1. That the Main Street District Business Improvement Area Board of Management Financial Statements for the 2016 be approved.

Carried

Year in Review – 2017

The Chair provided an overview of events held on main street during the 2017 calendar year including:

- Easter Event

- Mother Day
- Canada Day
- Halloween Party
- Candlelight Parade
- 10 Minute Play Festival

Discussion

a) 2018 Strategic Marketing

Discussion ensued regarding proposed expenditures associated with strategic marketing for the upcoming year. The Chair listed the events that will be planned for 2018 and advertising requirements for these events. There was discussion regarding how to best promote and raise awareness of Main Street to new Newmarket residents or those who may not be familiar with the downtown area. Further discussion ensued regarding print advertising and targeted advertising, specifically for new developments. Various forms of print advertising were discussed including advertisements in the Newmarket Era, Snap'd and other York Region publications such as York Scene.

In addition, there was discussion regarding the Main Street Newmarket Facebook page, sharing individual businesses' Facebook posts on the page, and the importance of increasing social media activity to promote Main Street. Councillor Kwapis provided an update regarding the new "Historic Main Street" signage that will be placed at the entrance of Main Street near Water Street that will help to identify the area to drivers and train users in the area.

b) 2018 Proposed Events

The chair outlined the events that will be planned for 2018 including:

- Easter Event
- Mother Day
- Canada Day
- Halloween Costume Party
- Candlelight Parade
- Integration of the Jazz Festival and Music on Main

There was discussion regarding promoting Valentine's Day, Mother's Day and Father's Day, not through large events but rather by increased advertising and marketing on social media to encourage customers to shop on main streets for these occasions.

c) 2018 Proposed Budget (to be approved)

The Chair addressed each item for the 2018 budget. He advised that the Town will be doing extensive Canada day advertising so the BIA will cut back on their Canada day

advertising this year. He further outlined the hard costs and advertising costs for each item. Discussion ensued regarding increasing advertising on social media for individual businesses and boosting social media posts.

It was suggested that a revenue line be shown as an item on the budget.

It was discussed that money had been allocated for attendance at the OBIAA in the previous year. However, since members were not able to attend, the money has been reserved for attendance in 2018. This item was not listed in the budget as it carried over from the previous year and does not impact the 2018 budget.

Discussion ensued regarding a Window Wrap Program and it was suggested that reserves be used to fund the program should the BIA be fully or partially funding the program. This item will be discussed at a future meeting.

An additional line item was added for general street promotion on social media in the amount of \$1000.00.

The budget is as follows:

	Event	Advertising
Easter	2500	500
Mothers Day	500	200
Canada Day	8000	1000
Music On Main	4500	500
Main Street Costume Party	3000	300
Candle Light Parade	3000	300
Winter Wonderland Sponsorship		500
Santa Claus Parade Trophy Sponsorship		100
Directors Insurance		900
TODS Signs		600
Magazine Ad (York Scene)		1800
Summer Radio Promo		2000
Xmas Radio Promo		2000
Office & Misc.		400
Website and Admin Support		5000
Christmas Party		1000
Social Media advertising		1000
Sub Totals	21500	18100
Total		39600

Moved by: Allan Cockburn
Seconded by: Ken Sparks

1. That the proposed 2017 Business Improvement Area Budget in the amount of \$39,600 be approved.

Carried

New Business

a) Film Permits

Allan Cockburn addressed the recent filming on Main street and discussion ensued regarding film permits, the film permit fees paid to the BIA, what other municipalities charge for film permits, inconvenience fees paid to individual business owners and the criteria for these fees, the BIA's role in the film permit application process and upcoming revisions to the film policy. It was discussed that when films shut down portions of the street, there is an impact on all business owners, not just those in close proximity to the filming location.

b) Making Main Street Pedestrian Only

Mr. Cockburn suggested that Main Street should be made pedestrian only and that all vehicular traffic on the street, with the exception of emergency vehicles, should be removed. Discussion ensued regarding the various implications including the challenges of losing on-street parking, limiting access to stores for owners and customers, access to stores for deliveries and whether delivery vehicles would be allowed on the street. Members also discussed the feasibility and logistics of closing Main Street on Friday evening or for full weekends during the spring and summer months. Members discussed the need for more retail stores on Main Street and that without a significant number of retail stores, the street may not be successful as a pedestrian only street or "outdoor mall." It was determined that there are factors that would need to be discussed prior to this idea moving forward but that many members are in support of looking into this idea in the future.

c) Soofa Benches

Councillor Kwapis provided an update regarding the Soofa benches and advised that the benches collect valuable data from people visiting Main Street, specifically regarding the frequency of visits, time of visits, length of visits etc. He advised that data is collected through cell phone signals, not through location settings or collecting any personal information. He further advised that this information can be used to for strategic marketing and event planning, as well as for general statistics.

d) Parking Update

Councillor Kwapis advised BIA members that a parking study is underway. The study involves placing a camera on top of the Community Centre and the camera tracks parking patterns in the lots behind Main Street. He advised that University of Toronto students are involved with the project and will be determining algorithms and collecting data to better understand parking patterns and options. He further advised that the camera will be used to provide information for electronic signage including about how many parking spots are available and where.

d) Print Advertising

Ms. Martin provided some examples of past print advertising previously created by the BIA including banners with rotating images of Main Street. Discussion ensued regarding the types of print advertising and how individual business could sponsor portions of the advertisements.

e) Bike Racks and Ontario By-Bike

BIA Members discussed the need for more bike racks in the downtown area, both on private and public property to encourage customers to bike to businesses. BIA members noted that the trail systems appears to be used more frequently than in previous years, and suggested that this could lead to an increase of bike users on Main Street as well. However, there needs to be enough bike racks and opportunities for people to lock bikes on the street in order for it to be bike-friendly. Councillor Kwapis advised that a study on bike lanes should provide data regarding bike traffic and assist with parking, signage and placement of bike racks. He advised that he would report back with the list of bike rack locations on public property. The Business Development Specialist discussed Ontario by-Bike, a program that certifies areas and highlighted the potential for marketing opportunities and making the downtown more bike friendly through this program.

f) Lighting

Councillor Kwapis discussed that the lighting of waterfalls, bridge and water fountain near Cachet restaurant. He further advised that the colours can be changed to coincide with a particular day or event, such as Canada Day.

g) Rogers

Councillor Kwapis advised that modifications are being made to the Rogers cell tower to provide better cell reception on Main Street and for businesses to use Rogers for backup services, point of sale etc.

h) BIA Board Representatives

Mr. Coborne suggested that a restaurant owner should be represented on the BIA Management Board. The Chair encouraged restaurant owners to put their name forward for the next election, but advised that the election process is democratic and there is not a specific spot reserved on the board for a restaurant owner, or any business owner specifically. He further advised that the board aims to represent all businesses.

- i) Members congratulated Good Vibes on Main Street for celebrating 5 years on Main Street
- j) Bikesports

Mr. and Mrs. Zielinski provided an update on the building, such as the plans for the for the main floor to be bike retail and the back garage being a rental counter. They further discussed the phases for various renovations to the building.

- k) BIA Christmas Party

Mr. Rodrigo advised that the BIA Christmas Party will take place on Friday, December 1, 2017 at the Old Town Hall. He further advised that tickets will \$40.

- l) Parking Issues

Mr. Sparks requested that memos be sent advising people that they cannot park on the street all day as there is a three hour maximum. Allan Cockburn raised a concern regarding employees and patrons being ticketed after 2:00 AM and expressed the need for flexibility with respect to parking regulations regarding restaurants serving alcohol. The Business Development Specialist advised that arrangement could be made to address this concern.

Adjournment

Moved By: Carmina Pereira
Seconded by: Jackie Playter

1. That the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 8:49 PM.

Date

G. Wilson, Chair