



Town of Newmarket
MINUTES

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

Tuesday, November 28, 2017 at 7:30 PM
Community Centre Hall # 3

200 Doug Duncan Drive

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, November 28, 2017 in Hall # 3 of the Community Centre – 200 Doug Duncan Drive, Newmarket.

Members Present: Glenn Wilson, Chair
Anne Martin
Carmina Pereira
Siegfried Wall
Elizabeth Buslovich
Councillor Kwapis
Olga Paiva
Peter Mertens
Rory Rodrigo
Jackie Player (9:05 PM – 10:09 PM)

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

The meeting was called to order at 7:38 PM.

G. Wilson in the Chair.

Additions & Corrections to the Agenda

Three additional items were added:

1. Discussion regarding the Historic Downtown Newmarket Sign (report distributed at meeting).
2. Discussion Regarding Downtown Waste Management (report distributed at meeting)
3. Deputation by Mr. Michael Haflin, Newmarket National Ten Minute Play Festival
4. Staff Update to include update regarding Soofa Bench placement.

Moved by: Peter Mertens

Seconded by: Siegfried Wall

1. That the additions to the agenda be approved.

Carried

Declarations of Pecuniary Interest

None.

Presentations & Recognitions

None.

Deputations

The deputation was addressed under Items, See Item 8.

Approval of Minutes

1. **Main Street District Business Improvement Area Board of Management Minutes of October 17, 2017**

Moved by: Siegfried Wall
Seconded by: Elizabeth Buslovich

1. That the Main Street District Business Improvement Area Board of Management Minutes of October 17, 2017 be approved.

Carried

2. **Marketing Sub-Board Report/Minutes**

None.

Items

3. Light Post Banner Policy

Councillor Kwapis advised that although there is no formal policy regarding light post banners, inquiries have been made to examine what the potential costs would be for the BIA to place banners (seasonal or generic) on the street. He advised that discussion was around replacing the banners at the same time that previous banners are being removed, to save costs. Discussion ensued regarding the Remembrance Day banners.

Moved by: Carmina Pereira
Seconded by: Elizabeth Buslovich

1. That the update on the Light Post Banners be received.

Carried

4. Street Events Update

Carmina Pereira provided an update on the recent Candlelight parade. She advised that in summary, the event was well attended and that feedback was positive. There was discussion about holding the event slightly earlier next year and possibly changing the design of the base of the tree to prevent people from climbing in it. A suggestion was made regarding donations to charity and a “Guess how many lights are on the tree” game. In addition, it was noted that it might be necessary to contact Town staff prior to the event next year to discuss garbage collection and ensure garbage left behind from events is properly disposed of in a timely matter. The Board agreed this should be brought forward as a reminder for the October or November meeting in 2018.

Moved by: Peter Mertens
Seconded by: Siegfried Wall

1. That the street events update be received.

Carried

5. Financial Update

The Economic Development Officer provided a financial update including expenses, surplus balance and total unpaid commitments for the year.

Moved by: Olga Paiva
Seconded by: Rory Rodrigo

1. That the financial update be received.

Carried

6. Newmarket Downtown Development Board Update

No update.

7. Heritage Conservation District – Gateway Signage

A staff report entitled “Heritage Conservation District Signage” was distributed to Board Members for comment. Discussion ensued regarding the design and placement of the sign.

The Board provided the following comments to be sent to the Senior Planner for consideration:

- The BIA supports the removal of the existing sign and replacement with the new sign
- The BIA suggests that consideration be given to the following:
 - Increasing the font size for the words “Historic,” “Newmarket” and “Settled In 1801.”
 - Consider revisiting colour options for the sign (alternative colours other than black such as forest green, navy, maroon etc. were suggested)

Moved by: Siegfried Wall

Seconded by: Olga Paiva

1. That the report regarding Heritage Conservation District – Gateway Signage be received.

Carried

8. Staff Update – Soofa benches

The Economic Development Officer provided an update regarding the Soofa benches. He distributed a map of all the proposed location to Board Members for feedback. Discussion ensued regarding the number of and placement of the benches or units, and the potential for purchasing additional Soofa benches to place near other high traffic downtown locations such as the Library or Old Town Hall. The Economic Development Officer advised that he would seek clarification regarding the placement of two of the units, placed closely together, and provide the BIA with an update at the next meeting. Councillor Kwapis provided information regarding the data collection, reporting function and access to the data obtained from the Soofa benches and units.

Moved by: Peter Mertens
Seconded by: Siegfried Wall

1. That the staff update be received

Carried

9. Deputation by Mr. Michael Haflin, Newmarket National Ten Minute Play Festival

Mr. Michael Haflin addressed the Board to provide an overview of the success of the Ten Minutes Play Festival. He thanked the Board for their contribution and provided some information regarding festival attendance, the number of people visiting Main Street during the festival, and the amount of money spent on Main Street during the festival by festival employees. He further advised that the festival has been approved for permanent festival status and outlined the model for next year's festival being sixteen performances over five days (Wednesday to Sunday). He asked the BIA to consider re-investing for the festival next year.

Moved by: Carmina Pereira
Seconded by: Councillor Kwapis

1. That the deputation by Mr. Michael Halfin be received.

Carried

10. Downtown Waste Management Report

A copy of Development & Infrastructure Services – Public Works, Community Services and Economic Development and Corporate Services – Finances report 2017-39 was circulated to members. Discussion ensued regarding the proposed pilot project. Board Members expressed concerns with the project including the lack of consultation with the BIA and Main Street restaurant owners, the removal of two parking spots, and the ten year length of the pilot project

The Economic Development officer advised that the agreement stipulates that the Town can terminate the contract if a review after a certain number of years suggests that is necessary.

Councillor Kwapis advised the Board that the proposal is a garbage solution that comes at no impact to the tax payer and once implemented, will provide any business on Main Street the opportunity to participate as part of a cost sharing system. He further advised that the land being used for the proposed project is Town property.

Discussion ensued regarding the collection of commercial garbage on Main Street and what other private garbage collection options might be available for consideration.

Councillor Kwapis advised that if a neutral party surveys the BIA restaurateurs and determines that the majority of them are opposed to the project, he will consider bringing the report to Council. The Chair suggested Mr. Peter Mertens be the neutral party.

Moved by: Olga Paiva
Seconded by: Jackie Player

1. That Mr. Peter Mertens be appointed as a neutral party to canvass the restaurant owners on Main Street and advise if the majority are in support or opposition of the Downtown Waste Management pilot project.

Carried

New Business

- (1) The Chair provided an update regarding the website. He advised that the website is down and he has not been able to contact the account holder who had developed and hosted the website. He advised that he will continue to try to contact the individual and attempt to re-activate the website, and will provide an update to the Board at the next meeting.

Closed Session

None.

Adjournment

Moved by: Jackie Playter
Seconded by: Olga Paiva

1. That the meeting adjourn at 10:09 PM.

Carried

Date

G. Wilson, Chair