



# Main Street District Business Improvement Area Board of Management

Tuesday, January 23, 2018 at 7:30 PM  
Community Centre, Hall #3

The meeting of the Committee of the Whole was held on Tuesday, January 23, 2018 in the Community Centre, Hall #3.

Members Present: Glenn Wilson, Chair  
Siegfried Wall  
Elizabeth Buslovich  
Councillor Kwapis  
Olga Paiva  
Jackie Player

Regrets: Peter Mertens  
Anne Martin  
Carmina Pereira  
Rory Rodrigo

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

Guests: M. Malone, Civica  
E. Graham, Civica  
G. Masotti, Civica  
J. Barnett, Kerbel Group

The meeting was called to order at 7:59 PM.

Glenn Wilson in the Chair.

## Additions & Corrections to the Agenda

None.

## Declarations of Pecuniary Interest

None.

## **Presentation & Recognitions**

None.

## **Deputations**

The Chair advised that a deputation by Civica would be deferred until the next meeting.

## **Approval of Minutes**

### **1. Main Street District Business Improvement Area Board of Management Minutes of November 28, 2017.**

Moved by: Jackie Playter  
Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management Minutes of November 28, 2017 be approved.

**Carried**

### **2. Marketing Sub-committee Report/Minutes**

There were no updates at this time.

## **Items**

### **3. Light Post Banner Update**

Councillor Kwapis advised that there are no updates regarding the light post banners. He further advised that any banners going up on Main Street will be circulated to the Main Street District Business Improvement Area Board of Management.

Moved by: Elizabeth Buslovich  
Seconded by: Siegfried Wall

1. That the light post banner update be received.

**Carried**

#### **4. Street Events Update**

There were no updates at this time.

#### **5. Financial Update**

The Business Development Specialist advised that there is no update at this time.

Moved by: Jackie Playter  
Seconded by: Olga Paiva

1. That the financial update be received.

**Carried**

#### **6. NDDC Update**

Jackie Player advised that there is no update at this time and that the next meeting of the Newmarket Downtown Development Committee will be February 2, 2018.

Moved by: Councillor Kwapis  
Seconded by: Elizabeth Buslovich

1. That the update regarding Newmarket Downtown Development Committee be received.

**Carried**

#### **7. Staff Update**

The Business Development Specialist provided updates on the following items:

##### 1) Smart Parking Initiative

The Business Development Specialist advised that the project is underway and advised that the data can be used to monitor traffic patterns in the downtown area.

##### 2) Soofa Benches

The Business Development Specialist advised that the benches have arrived and are starting to collect data. She further advised that in addition to standardized traffic pattern reports, the Soofa benches can report on raw data and if the BIA is interested in specific information, staff can request customized reports/data. Councillor Kwapis advised that it is important for the Soofa benches to run for a while to collect data and establish a baseline prior to extracting statistics. He further advised that no personal data will be

collected from the Soofa benches so there is no privacy or confidentiality concerns; the Soofa bench can track traffic patterns without infringing on privacy.

Moved by: Olga Paiva  
Seconded by: Siegfried Wall

1. That the staff update be received.

**Carried**

## **New Business**

None.

## **Closed Session (if required)**

There was no requirement for a closed session.

## **Adjournment**

Being no further business the meeting adjourned at 8:11 PM.

**Carried**