

Newmarket Downtown Development Committee

Friday, February 2, 2018
Serpa Boutique, Old Town Hall

The meeting of the Newmarket Downtown Development Committee was held on Friday, February 2, 2018 in the Serpa Boutique, Old Town Hall.

Members Present: Jackie Playter, Chair
Councillor Kwapis
Steve Whitfield
Barbara Leibel
Olga Paiva

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

The meeting was called to order at 10:03 AM.

Jackie Playter in the Chair

Additions and Corrections

None.

Declarations of Pecuniary Interest

Olga Paiva advised that due to ongoing litigation, she would not be participating in any discussion or voting pertaining to Item 2 of the agenda, due to a conflict of interest regarding the use of the lane easement.

Presentations & Recognitions

None.

Deputations

None.

Approval of Minutes

1. Newmarket Downtown Development Committee Meeting Minutes of November 3, 2017.

Moved by: Steve Whitfield
Seconded by: Councillor Kwapis

1. That the Newmarket Downtown Development Committee Meeting Minutes of November 3, 2017 be approved.

Carried

Items

The Economic Development Officer provided opening comments regarding the agenda items, the Committee's budget, the total funding requests from applications at this time, and future applications that will likely be submitted in 2018. Discussion ensued regarding application criteria, prioritizing applications that deal with structural improvements and renovations rather than signage, and the evaluation of long-term versus short-term interests for the downtown area.

The Committee reviewed the applications individually and discussed the funding requests for each application. The decision was made to deny all sign applications at this time, and to reconsider them in the fourth quarter, subject to remaining budget.

Moved by: Barbara Leibel
Seconded: Steve Whitfield

1. That due to a higher number of funding requests in 2018, all sign applications will be excluded from funding at this time; and,
2. That sign applications will be reconsidered in the fourth quarter of 2018, subject to remaining budget.

Carried

2. Financial Incentives Program Grant Application 2018-01 – Façade Improvement and Restoration Program, Business Sign Program, Interior Renovation and Improvement Program, and Planning and Building Fees Rebate/Credit Program

The Business Development Specialist advised that The Bike Shop is continuing work required to relocate to the former BMO Building at 231 Main Street South.

She further advised that the building needs to refresh it's front and rear façade, install a new business sign and undertake extensive interior renovations.

Moved by: Steve Whitfield
Seconded by: Councillor Kwapis

1. That the Façade Improvement and Restoration Program Grant application in the amount of \$20,000.00 be approved, subject to Heritage Conservation District Permit approvals; and,
2. That the Interior Renovation and Improvement Program Grant application in the amount of \$15,000.00 be approved; and,
3. That the Business Sign Program grant application in the amount of \$2,500.00 be denied, due to 2018 budget availability as explained in the aforementioned motion; and,
4. That the Planning and Building Fees Rebate/Credit Program up to a maximum of \$1,000.00 be approved, subject to confirmation of costs; and,
5. That Bike Sports c/o Penny Zielinski 35 Bridle Path, Sharon, ON L0G 1V0, be notified of this action.

Carried

Olga Paiva took no part in the discussion or vote on the foregoing matter.

3. Financial Incentives Program Grant Application 2018-02 – Project Feasibility Study Program, Façade Improvement and Restoration Program, Business Sign Program, Interior Renovation and Improvement Program, and Planning and Building Fees Rebate/Credit Program

The Business Development Specialist advised that 210 Main Street (formerly Rawlicious) has been rented and the new tenant wishes to convert the restaurant to a noodle shop called Hop Bop Noodle Shop. She further advised that the owner has identified a need to repair the existing façade to bring it back in line with the heritage character of the Main Street, as well as requiring a new sign and extensive interior renovations.

Moved by: Councillor Kwapis
Seconded by: Olga Paiva

1. That the Project Feasibility Study Program grant application in the amount of \$1,825.00 be approved; and,
2. That the Façade Improvement and Restoration Program Grant application in the amount of \$6,000.00 be approved, subject to Heritage Conservation District Permit approvals; and,
3. That the Interior Renovation and Improvement Program Grant application in the amount of \$15,000.00 be approved; and,
4. That the Business Sign Program grant application in the amount of \$2,500.00 be denied, due to 2018 budget availability as explained in the aforementioned motion; and,
5. That the Planning and Building Fees Rebate/Credit Program in the amount of \$849.07 be approved; and,
6. That Boris Fong c/o Hop Bop Noodle Shop 210 Main St South, Newmarket ON, L3Y 3Y9, be notified of this action.

Carried

4. Financial Incentives Program Grant Application 2018-02 – Project Feasibility Study Program, Façade Improvement and Restoration Program, Business Sign Program, Interior Renovation and Improvement Program, and Planning and Building Fees Rebate/Credit Program

The Business Development Specialist advised that 185 Main Street has been rented and the new tenant has identified extensive renovations that need to occur in order to commence business operations. She further advised that the business owner will be repairing the rear facing façade, renovating the interior including remediating water damage and removing and replacing business signage.

Moved by: Olga Paiva
 Seconded by: Barbra Leibel

1. That the Project Feasibility Study Program grant application in the amount of \$2,210.00 be approved; and,
2. That the Façade Improvement and Restoration Program Grant application in the amount of \$8907.50 be approved, subject to Heritage Conservation District Permit approvals; and,
3. That the Interior Renovation and Improvement Program Grant application in the amount of \$15,000.00 be deferred until further details are provided; and,

4. That the Business Sign Program grant application in the amount of \$2,300.00 be denied, due to 2018 budget availability as explained in the aforementioned motion; and,
5. That Diana Patrice Bromfield of 185 Main St. South, Newmarket ON , be notified of this action.

Carried

5. Financial Incentive Program Grant Application 2018-05 – Project Feasibility Study Program

The Business Development Specialist advised that 500 Water Street, “Cachét” will be installing a “take-out” window on the Fairy Lake side of the building to provide quick food options in the downtown. She further advised that this will require the addition of kitchen equipment and the corresponding exhaust system.

Moved by: Steve Whitfield
Seconded by: Olga Paiva

1. That the Project Feasibility Study Program grant application in the amount of \$2,875.00 be approved; and,
2. That Planning and Building Fees Rebate/Credit application up to a maximum of \$1000 be approved, subject to confirmation of costs; and,
3. That Jennifer MacLauchlan of 500 Water Street, Newmarket ON be notified of this action.

Carried

6. Community Grant Application

Discussion ensued regarding the total available budget for community grant applications and the importance of encouraging events to take place on both Saturdays and Sundays in the downtown area.

The Business Development Specialist advised that The Newmarket Car Club is requesting funding in the amount of \$2,000.00 to assist with the costs associated with advertising, security and other operations of the Car Show.

Moved by: Barbara Leibel
Seconded by: Olga Paiva

1. That the Community Grants Program application in the amount of \$2,000.00 be approved; and,
2. That Newmarket Car Club of 24 Boothbay Crescent, Newmarket, ON be notified of this action

Carried

7. Community Grant Application

The Business Development Specialist advised that the TD Arts and Music Festival is requesting grant funding in the amount of \$3,000.00 to support the continued re-branding and re-launch of the music festival. The event will now be held over three days at Riverwalk Commons.

Moved by: Steve Whitfield

Seconded by: Barb Leibel

1. That the Community Grants Program application in the amount of \$3,000.00 be approved; and,
2. That Newmarket Music Festival of 1359 Wellington West, King, ON be notified of this action

Carried

New Business

(1) Downtown Garbage Update

The Economic Development Officer provided an update regarding proposed downtown waste management solution and advised that the project is currently on hold. He further advised that staff will continue to evaluate options for a downtown-wide garbage solution. In addition, the Economic Development Officer advised that the Town will be receiving a provincial grant but that the requirements for what projects the grant can be used for have not been established yet. He suggested that a downtown garbage plan might be one option for the use of the grant money, if it meets the criteria. Furthermore, he stated that although the Town is currently collecting commercial garbage, it may not continue to do this in the future, so a new strategy for garbage downtown will be necessary.

Adjournment

Moved by: Olga Paiva

Seconded by: Barbara Leibel

1. That the meeting adjourn at 11:56 AM.

Carried

Date

J. Playter, Chair