



Main Street District Business Improvement Area Board of Management

Tuesday February 20, 2018 at 7:30 PM
Community Centre, Hall #2

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday February 20, 2018 in the Community Centre, Hall #2.

Members Present: Glenn Wilson, Chair
Siegfried Wall
Councillor Kwapis
Jackie Playter
Anne Martin
Carmina Pereira
Rory Rodrigo
Elizabeth Buslovich

Regrets: Peter Mertens
Olga Paiva

Staff Present: C. Service, Director of Recreation and Culture
E. Bryan, Business Development Specialist
H. Leznoff, Council/Committee Coordinator

Guests: M. Malone, Civica
G. Masotti, Civica
D. Arnold, Newmarket Car Club
J. Arnold, Newmarket Car Club
J. Dowson, The Very Useful Theatre Company

The meeting was called to order at 7:32 PM.

Glenn Wilson in the Chair.

Additions & Corrections to the Agenda

The Chair advised of the following additions to the agenda:

- (1) Deputation Request from Mr. Dan Arnold regarding the Newmarket Car Club Show.
- (2) Easter event/advertising discussion.

Moved by: Councillor Kwapis
Seconded by: Jackie Playter

1. That the additions and corrections to the agenda be approved.

Carried

Declarations of Pecuniary Interest

Ms. Jackie Playter declared an interest related to Item 2, being the deputation request from Mr. John Dowson, The Very Useful Theatre Company, as she is a member of the organization.

Presentation & Recognitions

None.

Deputations

1. Newmarket Car Club Show

Mr. Dan Arnold representing the Newmarket Car Club addressed the Main Street District Business Improvement Area Board of Management regarding the 2018 Car Show scheduled to take place on Sunday, June 10, 2018. Discussion ensued regarding the show on a Sunday and whether businesses would be open on Main Street, the potential for additional vendors in the Riverwalk Commons area, antique car safety, event and vendor insurance and promotion of the event. The Chair suggested that Mr. Arnold consult with the B.I.A. marketing sub-committee to discuss advertising for the event.

Moved by: Carmina Pereira
Seconded by: Rory Rodrigo

1. That the deputation by Mr. Dan Arnold of the Newmarket Car Club regarding the event scheduled for Sunday, June 10, 2018 be received.

Carried

2. Mr. John Dowson, The Very Useful Theatre Company

Mr. John Dowson, on behalf of The Very Useful Theatre Company addressed the Main Street District Business Improvement Area Board of Management regarding the "Year in Review." He provided an overview of The Very Useful Theatre Company and the performances that were held in 2017. He requested \$2000.00 from the B.I.A. to assist with funding the 2018 projects which include the second annual One Act Play Festival scheduled for Thanksgiving weekend and the

Christmas performance. He further advised that part of The Very Useful Theatre Company's mandate is to give back to the community and advised that in addition to seeking grants, The Very Useful Theatre Company will be investigating opportunities for other fundraising options.

Moved by: Councillor Kwapis
Seconded by: Siegfried Wall

1. That the deputation by Mr. John Dowson, The Very Useful Theatre Company be received.

Carried

3. Deputation by Mr. Mathew Malone, and Mr. Geoff Masotti, Civica regarding an Inflow and Infiltration Pilot Project

Mr. Matthew Malone, Civica, provided an overview of the proposed Inflow and Infiltration project with an explanation of logistics, benefits of the program and next steps. He advised that the project will replace improper connections to sanitary sewers and involve making improvements to internal and external drains of identified properties. He advised that so far, 17 properties have been identified as having improper connections that these connection improvements will be done at no cost to property owners and coordination of works will be completed by Civica. He further advised of the benefits of these improvements included, but not limited to improving the property value/selling potential and reducing the risk of basement flooding. He concluded by stating that Civica would be moving forward with contacting property owners as well as distributing brochures and fact sheets and Civica is seeking the B.I.A's endorsement for the pilot project.

Moved by: Jackie Playter
Seconded by: Rory Rodrigo

1. That the deputation by Mr. Mathew Malone, and Mr. Geoff Masotti, Civica regarding an Inflow and Infiltration Pilot Project be received.

Carried

Approval of Minutes

4. Main Street District Business Improvement Area Board of Management Minutes of January 23, 2018

A correction was made to the staff attendance portion of the minutes.

Moved by: Rory Rodrigo

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Seconded by: Siegfried Wall

1. That the Main Street District Business Improvement Area Board of Management Minutes of January 23, 2018, as amended, be approved.

Carried

5. Marketing Sub-committee Report/Minutes

Ms. Carmina Pereira advised that the Marketing sub-committee met on February 15, 2018 but that the minutes were not available for distribution at this meeting.

Items

6. Approval of Look Magazine Ad (February/Valentine's Day Issue)

Ms. Carmina Pereira provided an overview of the Look Magazine advertisement and showed the Board of Management a copy of the finished product. She advised that the contest included in the advertising increased the likes and followers on the B.I.A Instagram and Facebook account.

Moved by: Jackie Playter
Seconded by: Elizabeth Buslovich

1. That an amount of \$675.00, plus HST be confirmed as an additional expense agreed to by e-mail consensus for payment of the Look Magazine advertising write-up.

Carried

Moved by: Rory Rodrigo
Seconded by: Anne Martin

1. That the advertising contest prize of 100 "Main Street Bucks" contained in the Look Magazine be approved and that \$100 from the "petty cash" fund be utilized to cover this prize.

Carried

7. Street Events Update

Ms. Carmina Pereira provided an overview of the proposed plans for the Easter event including music, story time and a visit with the Easter Bunny. She advised that the date of the event will be Saturday March 24, 2018 from 11:00 AM to 2:00 PM.

Moved by: Rory Rodrigo
Seconded by: Elizabeth Buslovich

1. That an amount of \$3000.00 be allocated to the Easter event festivities.

Carried

Moved by: Jackie Playter
Seconded by: Siegfried Wall

1. That the Street Events update be received.

Carried

8. Staff Update

The Director of Recreation and Culture addressed the Main Street District Business Improvement Area Board of Management to provide an update regarding Pride Fest, scheduled for June 16, 2018. He advised that the organizers are considering an afternoon or evening parade and asked for the Board of Management's feedback regarding a preferred time. The Board of Management Members in attendance proposed that an afternoon parade, starting at 1:30 PM would be preferable. The Director of Recreation and Culture further advised that a Craft Beer and Food Festival will be held from 11:00 AM to 10:00 PM on June 16, 2018 and area restaurateurs will have the opportunity to participate as a vendor along Doug Duncan Drive.

Moved by: Councillor Kwapis
Seconded: Anne Martin

1. That the verbal update by the Director of Recreation and Culture regarding the 2018 Pride Fest and Craft Beer and Food Festival be received.

Carried

9. Financial Update

The Business Development Specialist provided a financial update outlining approved 2018 budget figures, total revenue, net income, funding commitments and remaining B.I.A funds after the fiscal year has passed. She advised that the Budget Balance form will be updated on a regular basis to provide an overview of expenses and revenue.

Moved by: Rory Rodrigo
Seconded by: Councillor Kwapis

1. That the verbal financial update by the Business Development Specialist regarding the Main Street District Business Improvement Area Board of Management revenue and expenses to date be received.

Carried

10. NDDC Update

The Business Development Specialist provided a verbal update regarding the applications considered at the Newmarket Downtown Development Committee meeting held on February 2, 2018. She provided an explanation of the Project Feasibility Study aspect of funding applications, being an opportunity for business owners to retain architects or other professionals to assess work requirements and determinations. She advised that the next Newmarket Downtown Development Committee meeting date is tentatively scheduled for March 23, 2018.

Moved by: Anne Martin
Seconded by: Elizabeth Buslovich

1. That the verbal update by the Business Development Specialist regarding the applications considered at the Newmarket Downtown Development Committee meeting held on February 2, 2018 be received.

Carried

New Business

(a) Soofa Bench

Discussion ensued regarding the Soofa benches, timing of data collection and training associated with data access. It was determined that in order to give the Soofa benches sufficient time to collect real data, staff would provide an update and training in May.

(b) Civica Inflow and Infiltration Pilot Project

Moved by: Rory Rodrigo
Seconded by: Anne Martin

1. That the Main Street District Business Improvement Area Board of Management endorse the Civica Inflow and Infiltration Pilot Project.

Carried

(c) The Very Useful Theatre Company Request for Funding

Moved by: Carmina Pereira
Seconded by: Councillor Kwapis

1. That an amount of \$2000.00 be allocated to The Very Useful Theatre Company.

Carried

Jackie Playter took no part in the discussion or vote of the aforementioned matter.

(d) King George School and Construction on Park Avenue/Bike Lanes

A query was raised regarding the anticipated time for construction of the King George School townhomes. Councillor Kwapis advised that the project is in process. He further advised that construction is taking place on Park Avenue and, to address the safety concern for cyclists during construction, the bike lanes will be temporary re-routed to Botsford Street and Timothy Street.

(e) Film Permit Applications

Councillor Kwapis provided an overview of three film permit applications. He advised that the applications were submitted for the same movie, with only two of the three applications involving Main Street. The filming will not require road closures and will take place for a minimal amount of time on February 26, 2018 and sometime during March 5 and 6, 2018.

(f) Clock Tower Update

A request was made for an update regarding the Clock Tower property. Councillor Kwapis advised that there is no official update at this time.

(g) Banners on Main Street

A question was raised regarding placing of banners along Main Street. A suggestion was made to establish size and potential location of banners as well as a quote for costs.

(h) Lighting of Trees at Riverwalk Commons

Councillor Kwapis advised that staff is looking into an alternative method of tree illumination at Riverwalk Commons. The proposed method is radiance from the bottom in an effort to avoid tree damage.

Closed Session (if required)

The Chair advised there was no requirement for a closed session.

Adjournment

Moved by: Carmina Pereira
Seconded by: Rory Rodrigo

That the meeting adjourn at 8:59 PM.

Carried

Date

G. Wilson, Chair