



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

Tuesday March, 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, March 20, 2018 in the Community Centre, Hall #2.

Members Present: Glenn Wilson, Chair  
Councillor Kwapis  
Jackie Playter  
Anne Martin  
Carmina Pereira  
Rory Rodrigo  
Peter Mertens  
Sigfried Wall (7:48 PM – 8:44 PM)

Regrets: Elizabeth Buslovich  
Olga Paiva

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

Guest: M. Halfin, National Theatre Company

The meeting was called to order at 7:30 PM.

Glenn Wilson in the Chair.

### **Additions & Corrections to the Agenda**

There were no additions to the agenda.

### **Declarations of Pecuniary Interest**

None

### **Presentation & Recognitions**

None

## Deputations

### 1. Newmarket National Play Festival

Mike Haflin addressed the Board regarding the Newmarket National Play Festival and requested that the Board be the title sponsor for the event again this year. He advised that the festival attendance last year was estimated to be approximately 1000 people. He further advised that the festival will take place from Wednesday, July 25, 2018 to Sunday July 29, 2018. The 2018 festival will take place exclusively at the Old Town Hall and plans are in place to incorporate Buskerfest with the festival this year to provide on street entertainment. Discussion ensued regarding the success of the festival and the ability to measure if businesses saw increase in traffic and sales. Further discussion ensued regarding encouraging businesses to stay open on the Sunday of the festival weekend and how to improve communications and promotion of the event.

Moved by: Rory Rodrigo  
Seconded by: Anne Martin

1. That the deputation by Mike Halfin regarding Newmarket National Play Festival be received.

**Carried**

## Approval of Minutes

### 2. Main Street District Business Improvement Area Board of Management Minutes of February 20, 2018

Moved by: Jackie Playter  
Seconded by: Sigfried Wall

1. That the Main Street District Business Improvement Area Board of Management Minutes of February 20, 2018 be approved.

**Carried**

### 3. Marketing Sub-committee Report/Minutes

There were no minutes to distribute.

## Items

### 4. Street Events Update

Carmina Pereira provided an update on the Main Street Egg-traveganza event that will take place on March 24, 2018. She advised that there will be various activities taking place at businesses on Main Street including face-painting, egg hunts and a magician. She advised that the event has received positive feedback on social media.

Moved by: Jackie Playter  
Seconded by: Councillor Kwapis

1. That the Street Events update be received.

**Carried**

### 5. 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. She advised that the figures had been updated to include the advertising for the Valentine's Day commitment to the Very Useful Theatre Company.

Moved by: Peter Mertens  
Seconded by: Sigfried Wall

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**

### 6. NDDC Update

There were no updates at this time. The next meeting is scheduled for Friday, March 23, 2018.

### 7. Staff Update

The Business Development Specialist advised that there is an opening available for the outdoor patio program for Summer 2018, and that if businesses are interested in having an outdoor patio, they should contact the Planning Department.

Moved by: Rory Rodrigo  
Seconded by: Councillor Kwapis

1. That the staff updated be received.

**Carried**

## **New Business**

- (a) Handrails

Jackie Playter suggested that handrails be placed on steep laneways such as beside the offices of Stiver Vale Barristers and Solicitors at 195 Main Street South.

- b) Lighting on Main Street

Jackie Playter advised that she has received a few comments regarding the lighting on Main Street being dim. It was suggested that twinkle lights could be wrapped around the light posts to provide extra lighting.

- (c) Soofa Bench Data

Councillor Kwapis distributed the Town of Newmarket press release regarding the Soofa benches and advised that The Director of Innovation would be in contact with the BIA to discuss the data collected from the Soofa benches.

- (d) Funding for National Play Festival

Discussion ensued regarding the BIA Board of Management support of the National Play Festival and the proposed benefits to Main Street.

Moved: Rory Rodrigo  
Seconded: Jackie Playter

1. That \$10,000.00 be allocated to the National Play Festival; and,

2. That following the 2018 festival, the BIA analyzes Soofa bench data and follow up with Main Street businesses to evaluate the impact that the National Play Festival had on the downtown area, specifically related to street traffic and sales.

**Carried**

(e) Inn from the Cold Donation Receipt

Rory Rodrigo read aloud a letter from Inn from the Cold thanking the BIA for their donation of \$588.80.

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

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

### **Adjournment**

Moved by: Anne Martin  
Seconded by: Rory Rodrigo

That the meeting adjourn at 8:44 PM.

**Carried**

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Date

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G. Wilson, Chair