



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Tuesday, July 24, 2018
Time: 7:30 PM
Location: Cane A & B Meeting Room
Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Pages

1. **Additions and Corrections to the Agenda**

2. **Declarations of Pecuniary Interest**

3. **Presentations & Recognitions**

3.1 Soofa Bench Presentation

4. **Deputations**

4.1 Deputation by Jacob Gal, York Pride Fest

5. **Approval of Minutes**

5.1 Main Street District Business Improvement Area Board of
Management Meeting Minutes of May 15, 2018

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6. **Items**

6.1 Discussion - P3 Parking Lot

6.2 Street Events Update

6.3 Financial Update

6.4 NDDC Update

6.5 Staff Update

7. **New Business**
8. **Closed Session (if required)**
9. **Adjournment**

Main Street District Business Improvement Area Board of Management

Tuesday, May 15, 2018 at 7:30 PM
Community Centre & Lions Hall #2

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, May 15, 2018 in the Community Centre & Lions Hall #2, 200 Doug Duncan Drive, Newmarket.

Members Present: Glenn Wilson, Chair
Councillor Kwapis
Carmina Pereira
Rory Rodrigo (7:30 – 8:19 PM)
Peter Mertens
Elizabeth Buslovich
Jackie Playter
Olga Paiva
Anne Martin (7:34 – 8:43 PM)

Regrets: Siegfried Wall

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

Guests: Peter Salt, Newmarket Stage Company
Carl Milroy, Craft Brew Festival

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

Glenn Wilson in the Chair.

Additions & Corrections to the Agenda

The Chair advised of the following addition to the agenda:

- (1) Deputation Newmarket Stage Company
- (2) Residential Parking downtown
- (3) Street Cleaning

Moved by: Peter Mertens
 Seconded by: Jackie Playter

1. That the addition to the agenda be approved.

Carried

A late addition, a deputation by Carl Milroy regarding the Craft Brew Festival was added.

Declarations of Pecuniary Interest

None

Presentation & Recognitions

The Chair advised that in lieu of a presentation by the Marketing/Sponsorship sub-Committee, an e-mail with the proposed banner designs would be circulated to the Board Members for comment.

Deputations

1. Newmarket Stage Company

Peter Salt, Newmarket Stage Company addressed those present and provided an update regarding the Newmarket Stage Company's recent and upcoming performances. He advised that the Newmarket Stage Company is currently holding performances at the Royal Canadian Legion Branch on Srigley Street, however, they wish to return to the Old Town Hall as their primary location. However, he advised that the rental rates at Old Town Hall are more than what the company can currently accommodate. He requested the Board of Management's assistance, if possible.

Discussion ensued regarding the benefits of the Newmarket Stage Company returning to the downtown area. Councillor Kwapis advised that he would investigate options regarding rental space at the Old Town Hall upon receiving a written request from the Newmarket Stage Company.

Moved by: Councillor Kwapis
 Seconded by: Elizabeth Buslovich

1. That the deputation by Peter Salt presentation by regarding Newmarket Stage Company.

Carried

2. Craft Brew Festival

Carl Milroy addressed the Board regarding the Craft Brew Festival being held on June 16, 2018 from 11:00 AM to 10:00 PM. He provided an overview of the event, advising that it will be family friendly and will include food, drinks and entertainment. He advised that in addition to beer and food vendors, there will be a market with retail vendors and that businesses could submit vendor applications for a fee of \$75.00. The Chair advised that he would distribute this information to the membership.

Moved by: Jackie Playter
 Seconded by: Councillor Kwapis

1. That the deputation by Carl Milroy regarding the Craft Brew Festival be received.

Carried

Approval of Minutes

3. Main Street District Business Improvement Area Board of Management Minutes of April 23, 2018

Moved by: Elizabeth Buslovich
 Seconded by: Jackie Playter

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

Carried

4. Marketing Sub-committee Report/Minutes

There were no minutes to distribute.

Items

5. Street Events Update

- (1) Carmina Pereira provided a verbal update regarding the upcoming Canada Day festivities and advised that they are currently receiving and reviewing vendor applications. She further advised that the “kid’s zone” will consist of a face painter and balloon artist.

Moved by: Rory Rodrigo
 Seconded by: Anne Martin

1. That the street events update be received.

Carried

6. Financial Update

The Business Development Specialist distributed a document outlining revenues and expenses and provided a verbal update regarding director’s insurance and the reserve funds for 2017/2018.

Moved by: Peter Mertens
 Seconded by: Rory Rodrigo

1. That the 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

7. NDDC Update

Jackie Playter advised that there has not been a meeting of the Newmarket Downtown Development Committee since the last Main Street District Business Improvement Area Board of Management Meeting.

The Business Development Specialist provided further information on the Community Grants Fund and the Downtown Development Fund.

8. Staff Update

(1) Summer Banner Schedule

The Business Development Specialist advised of the schedule for the summer banners on Main Street, specifically the time that banners for York Pride Fest and the Ten Minute National Play Festival will be put up and taken down. She advised that the York Pride Fest banners will be put up on May 30, 2018 and taken down on or around June 18, 2018, depending on available staff resources. She advised that the banners for the National Ten Minute Play Festival will be put up after the York Pride Festival ends (June 18, 2018 or later) and will be taken down at the end of July. Questions were raised regarding the Canadian flags and if the Canadian flags stay up when additional banners are added to the light posts. The Business Development Specialist advised that she would confirm that the Canadian flag and another banner can be raised on the light posts at the same time. Discussion ensued regarding marketing the National Ten Minute Play Festival and the banners as a key marketing component.

Moved by: Peter Mertens
 Seconded by: Jackie Playter

1. That the Main Street District Business Improvement Area Board of Management supports the proposed banner schedule for the York Region Pride Fest and the National Ten Minute Play festival, on the condition that the National Ten Minute Play Festival banner and the Canadian flags can both be posted over Canada Day.

Carried

(2) Downtown Revitalization Grant Update

The Business Development Specialist provided an update regarding the Downtown Revitalization Grant. She advised that the grant outlines specific restrictions and requirements. She further advised that staff are still determining the specifics of how the grant will be used, but have suggested that the project will involve revitalization of the area south of Timothy Street, including a parking solution at improved grade and an integrated garbage disposal. She further advised that the scope and schedule of the project needs to be confirmed and that after such time, consultation with adjacent property owners will take place.

Olga Paiva raised concerns regarding discrepancies with the number of parking spaces and the ownership of the land. Further questions were raised regarding if the land discussed falls within the BIA area as well as the impact on easements.

Concerns were raised regarding grading and where water will be re-directed, specifically if water will be directed down the lane that could negatively impact the foundation of certain buildings. Olga Paiva, owner of 255 Main St. S. declared she is a major stakeholder in this project, and asked to be included with the planning. Additional concerns were raised regarding a garbage solution being a component of the grant project. The Board had previously requested to be consulted on proposed garbage solutions for the downtown area. The Chair expressed that the BIA would like to be apprised of the plans once they have been finalized and more details of the project are available.

Moved by: Elizabeth Buslovich
 Seconded by: Councillor Kwapis

1. That the staff update be approved.

Carried

New Business

- (a) Newmarket Stage Company

The Board expressed support for Councillor Kwapis to bring this matter to the Recreation and Culture Department and look into rental prices for the Old Town Hall.

- (b) Old Town Hall – Entrance Stairs

Councillor Kwapis advised that a safety concern has been raised regarding the front stairs at the Old Town Hall. He advised that chains have been placed across the entrance of the stairs, blocking them from use.

- (c) Flag at the Old Town Hall

Councillor Kwapis advised that the flag at the Old Town Hall will be replaced within the next few weeks, as the flag currently flying, has deteriorated.

- (d) Stairs beside Made in Mexico

Councillor Kwapis advised that tulips have been planted and new handrails have been placed along the stairs to improve safety and visual appeal during renovations.

- (e) Residential Parking

Olga Pavia advised that tenants have been experiencing challenges accessing 24/ hour parking spots in the downtown, as they are often occupied by other customers. She

suggested that a temporary solution should be established while the Town works on a parking strategy for the downtown area.

Councillor Kwapis advised parking is being reviewed by staff but that he would bring the Board's concerns forward. The Chair advised that he would compile the Board's comments into a single e-mail for the Councillor.

(f) Street Cleaning

Olga Paiva suggested that the street cleaning should be done earlier to avoid having cars already parked on the street during cleaning. She further suggested that the cleaning should go down Timothy Street and Botsford Street.

(g) Look Local and Snap'd Ads

Carmina Pereira advised of two advertising opportunities for summer ads. The first would be for full-page ad for July and August in "Look Local." The second would be a quarter page ad in "Snap'd". She advised that the ads would focus on summer events. She requested that funds be allocated to these advertisements rather than the "York Scene" advertisements originally outlined in the budget.

Moved by: Carmina Pereira

Seconded by: Jackie Playter

1. That \$1070.00 be allotted to the "Look Local" and "Snap'd" advertisements; and,
2. That the funds be re-distributed from the expense originally budgeted for "York" Scene advertisements.

Carried

Closed Session (if required)

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

Adjournment

Moved by: Jackie Playter

Seconded by: Olga Paiva

1. That the meeting adjourn at 9:01 PM.

Carried

Date

G. Wilson, Chair