

A meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, June 17, 2014 at 7:30 p.m. in Hall # 1, Community Centre and Lions Hall at 200 Doug Duncan Drive.

**Members**

Present: Jackie Playter, Chair  
Adrian Cammaert  
Nancy Gerry  
Steven Gilbert  
Anne Martin  
Councillor Sponga (7:49 to 8:40 p.m.)  
Siegfried Wall (7:36 to 8:40 p.m.)

Absent: Nancy Barnard  
James Elliott

Guests: Ken & Vickie Sparkes, Good Vibes on Main

Staff: C. Kallio, Economic Development Officer  
L. Moor, Council/Committee Coordinator

Jackie Playter in the Chair.

The meeting was called to order at 7:35 p.m.

**ADDITIONS**

The Chair advised that the Terms of Reference for the Downtown Parking Review Task Force would be considered on this agenda.

**DECLARATIONS OF INTEREST**

None.

**1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF  
MANAGEMENT MINUTES – JUNE 17, 2014 – ITEM 1  
APPROVAL OF MINUTES**

Main Street District Business Improvement Area Board of Management Minutes  
of May 20, 2014.

**Moved by Nancy Barnard  
Seconded by Steven Gilbert**

**THAT the Main Street District Business Improvement Area Board of Management Minutes of May 20, 2014 be approved.**

**CARRIED**

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JUNE 17, 2014 – ITEM 2  
FINANCIAL REPORTS**

The Economic Development Officer advised that the Main Street Business Improvement Area Board of Management bank balance is currently approximately \$19,000. The Chair requested that payment of \$4,000 be made for Jazz Festival incidental invoices.

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JUNE 17, 2014 – ITEM 3  
COMMITTEE REPORTS**

The Chair advised that a Jazz Festival sub-committee has been established consisting of herself, Nancy Barnard, Vickie Sparkes and the proprietor of Made in Mexico. Discussion ensued regarding the anticipated funds collected from the street vendors being utilized to assist with payment of various other entertainers during the Jazz Festival.

**Moved by Nancy Gerry  
Seconded by Steven Gilbert**

**THAT any funds collected from the street vendors be provided to the Jazz Festival sub-committee to assist with payment of various other entertainers.**

**CARRIED**

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JUNE 17, 2014 – ITEM 4  
HERITAGE DESIGNATION**

The Chair advised that she will act in the capacity of the Main Street District Business Improvement Area Board of Management representative on the Lower Main Street South Heritage Conservation District proposed advisory group.

Councillor Sponga arrived at 7:49 p.m.

**5. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JUNE 17, 2014 – ITEM 5  
TOURIST ORIENTED DIRECTIONAL SIGNAGE (TODS)**

Adrian Cammaert provided a verbal update and costing details associated with tourist oriented directional signage contracts and a suggestion was made for the Main Street District Business Improvement Area Board of Management to utilize this method of advertising option.

**Moved by Councillor Sponga  
Seconded by Siegfried Wall**

**THAT the Main Street District Business Improvement Area Board of Management expend an amount of \$1800.00 for a three year contract for Tourist Oriented Directional Signage on Highway 404; and such signage include the words ‘Historic Main Street, Newmarket’.**

**CARRIED**

**6. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JUNE 17, 2014 – ITEM 6  
UPCOMING EVENTS**

The Chair advised that the Father’s Day Car Show was a successful event and that Canada Day and Jazz Festival preparations are well underway.

**7. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JUNE 17, 2014 – ITEM 7  
DOWNTOWN NEWMARKET PARKING REVIEW TASK FORCE TERMS OF REFERENCE**

Councillor Sponga provided a verbal update regarding the Downtown Newmarket Parking Review Task Force and advised that they would not be meeting again until the next term of Council. He further advised that the Task Force requested comments related to the Terms of Reference from the Main Street District Business Improvement Area Board of Management as the Terms will be revamped to reflect a long term parking plan and way finding signage of existing parking lots.

**Moved by Siegfried Wall  
Seconded by Adrian Cammaert**

**THAT the Downtown Newmarket Parking Review Task Force Terms of Reference be revamped to include a long term parking plan and way finding signage of existing parking lots.**

**CARRIED**

A suggestion was made to have Siegfried Wall continue to be the representative on the Downtown Newmarket Parking Review Task Force.

**8. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JUNE 17, 2014 – ITEM 8  
NEW BUSINESS**

- a) The Economic Development Officer advised that the meeting scheduled for August 19, 2014 will have to be held at a different location as the Community Centre will be closed for maintenance purposes during that period of time.
- b) A. Martin requested a status update about the former Parks Shop on Eagle Street. Councillor Sponga provided a verbal update and advised that the owner of the former Parks Shop is now Oxford Homes.

**Moved by Nancy Gerry  
Seconded by Steven Gilbert**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 8:40 p.m.

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Date

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Jackie Playter, Chair