

A meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, May 20, 2014 at 7:30 p.m. in Hall # 1, Community Centre and Lions Hall at 200 Doug Duncan Drive.

**Members**

**Present:** Jackie Playter, Chair  
Nancy Barnard  
Adrian Cammaert  
James Elliott (7:46 to 7:55 p.m.)  
Nancy Gerry  
Steven Gilbert  
Anne Martin

**Absent:** Councillor Sponga  
Siegfried Wall

**Guests:** Olga Paiva, Canada T  
Ken Sparks, 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**

None.

**DECLARATIONS OF INTEREST**

None.

**1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF  
MANAGEMENT MINUTES – MAY 20, 2014 – ITEM 1  
APPROVAL OF MINUTES**

Main Street District Business Improvement Area Board of Management Minutes  
of April 15, 2014.

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

**THAT the Main Street District Business Improvement Area Board of Management Minutes of April 15, 2014 be approved.**

**CARRIED**

The Chair advised that with respect to Item 5 of the Main Street District Business Improvement Area Board of Management Minutes of April 15, 2014 regarding Filming on Main Street, a complaint was received during the recent film shoot concerning blocked public parking access.

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MAY 20, 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 \$24,667.00 with \$1,860.00 expended to monthly advertising.

The Economic Development Officer advised that he recently renewed the Main Street District Business Improvement Area Board of Management's insurance policy and according to the Town's unaudited financial statement, the Board of Management had a surplus of \$124.00 for the 2013 fiscal year end.

James Elliott arrived at 7:46 p.m.

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MAY 20, 2014 – ITEM 3  
COMMITTEE REPORTS**

- a) Nancy Barnard advised that the Marketing Sub-committee recently met and reduced the size of the Era newspaper ads and maintained the half page ad size in the SNAP publications.
- b) The Chair advised of the following proposed Main Street 'closed to vehicular traffic' times during the Jazz Festival on the Civic Holiday weekend in August, 2014 being: Friday – 4 to 11 p.m.; Saturday – 4 to 11 p.m.; Sunday – beginning at 1:00 p.m. and Monday - 10 to 4 p.m.
- c) The Chair advised that the Newmarket Car Club Show is set for the Father's Day Weekend and plans for the Canada Day festivities are well underway.

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF  
MANAGEMENT MINUTES – MAY 20, 2014 – ITEM 4  
NEW BUSINESS**

- a) James Elliott requested technical assistance in establishing the bidding process for the painted guitars as part of the Guitar Extravaganza. He advised that the guitars are currently on display at the Arts Music Store on Eagle Street until mid-June, 2014 and from there, will be displayed at the Town Municipal Offices at 395 Mulock Drive.

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

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 7:55 p.m.

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Date

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Jackie Playter, Chair

Next Meeting is June 17, 2014 at the Newmarket Community Centre and Lions Hall at 7:30 p.m.

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

A meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, July 15, 2014 at 7:30 p.m. in Multi-Purpose Room #1, Magna Centre at 800 Mulock Drive.

**Members**

**Present:** Jackie Playter, Chair  
Adrian Cammaert  
James Elliott  
Steven Gilbert  
Anne Martin (7:46 to 8:44 p.m.)

**Absent:** Nancy Barnard  
Nancy Gerry  
Councillor Sponga  
Siegfried Wall

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

Jackie Playter in the Chair.

In the absence of quorum at 7:30 p.m., the Chair advised that discussion only would take place.

The Economic Development Officer provided a verbal update regarding the Main Street District Business Improvement Area Board of Management's financial status as at the end of June, 2014.

The Chair provided a verbal update on the tremendous success of the Canada Day festivities. Discussion ensued regarding the feasibility of requesting more police presence along Main Street during the exiting of the Fairy Lake Park beer tent patrons.

Anne Martin arrived at 7:46 p.m.

The meeting was called to order at 7:47 p.m.

**ADDITIONS**

None.



## **DECLARATIONS OF INTEREST**

None.

### **1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JULY 15, 2014 – ITEM 1 APPROVAL OF MINUTES**

Main Street District Business Improvement Area Board of Management Minutes of June 17, 2014.

**Moved by James Elliott  
Seconded by Steven Gilbert**

**THAT the Main Street District Business Improvement Area Board of Management Minutes of June 17, 2014 be approved.**

**CARRIED**

### **2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – JULY 15, 2014 – ITEM 2 COMMITTEE REPORTS**

#### **Tourist Oriented Directional Signage (TODS)**

A. Cammaert provided a verbal update regarding the tourist directional signage installation on Highway 404, he advised that the signs should be in place advertising 'Historic Main Street, Newmarket' by October, 2014.

#### **Courtesy Campaign – Bicycle and Skateboard Travel**

The Chair advised that the Town's courtesy campaign signage relating to bicycle and skateboard travel on Main Street will soon be erected.

#### **Filming Commercial on Main Street**

The Economic Development Officer provided a verbal update regarding a permit application by the Insurance Bureau of Canada to film a commercial on Main Street on July 16 and 17, 2014. Discussion ensued regarding the fee associated with the film permit.

**Moved by Adrian Cammaert  
Seconded by James Elliott**

**THAT the Main Street District Business Improvement Area Board of Management requests \$500.00 from the Insurance Bureau of Canada for the commercial shoot on Main Street.**

**CARRIED**

Jazz Festival

The Chair advised that the Marketing sub-committee has been diligently working on details of festivities along Main Street during the Jazz Festival scheduled for the Civic Holiday weekend in August. Discussion ensued regarding the location for the 'Les is More' Guitar Extravaganza during the event.

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF  
MANAGEMENT MINUTES – JULY 15, 2014 – ITEM 3  
BIA ELECTION**

The Chair requested that Members consider themselves to stand for re-nomination to the Main Street District Business Improvement Area Board of Management and that the November meeting deal exclusively with such determination and the meeting will be held on Monday, November 10, 2014 beginning at 7:30 p.m.; location to be announced.

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF  
MANAGEMENT MINUTES – JULY 15, 2014 – ITEM 4  
NEW BUSINESS**

- a. The Economic Development Officer provided a verbal update regarding the status of the Clock Tower development.
- b. The Chair advised that the August meeting of the Main Street District Business Improvement Area Board of Management is cancelled and the next scheduled meeting will be September 16, 2014 at the Community Centre and Lions Hall at 200 Doug Duncan Drive.

**Moved by Steven Gilbert  
Seconded by James Elliott**

**THAT the meeting adjourn.**

**CARRIED**

There being no further business, the meeting adjourned at 8:44 p.m.

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Date

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Jackie Playter, Chair