Town of Newmarket

Minutes

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
Members Present:	Glenn Wilson, Chair Councillor Kwapis Elizabeth Buslovich Peter Mertens Carmina Pereira Rory Rodrigo Sigfried Wall
Members Absent:	Anne Martin Olga Paiva Jackie Playter
Staff Present:	M. Agnoletto, Strategic Business Leader E. Bryan, Business Development Specialist S. Chase, Director, Innovation & Strategic Initiatives D. Yuen, Recreation Programmer, Arts & Culture A. Walkom, Council Committee Coordinator
Guest:	Jacob Gal, York Region Pride Fest

1. Additions and Corrections to the Agenda

The following addition to the agenda was requested:

1. Presentation on 10 Minute Play Festival

Moved by: Councillor Kwapis

Seconded by: Rory Rodrigo

1. That the addition to the agenda be approved.

Carried

2. Declarations of Pecuniary Interest

None.

3. Presentations & Recognitions

3.1 Soofa Bench Presentation

S. Chase, Director, Innovation & Strategic Initiatives provided a presentation on the Soofa Benches which have been installed throughout Newmarket. She gave an overview of the way in which data is collected by the benches and what data is collected.

M. Agnoletto, Strategic Business Leader provided an overview of the way in which the Town can use the data to provide useful information to downtown business owners.

The Director, Innovation & Strategic Initiatives provided data which had been collected since the installation of the benches. She presented the Committee with an analysis of this data, including the number of people downtown during special events.

Moved by: Councillor Kwapis

Seconded by: Sigfried Wall

1. That the presentation regarding Soofa Benches be received.

Carried

3.2 10 Minute Play Festival

D. Yuen, Recreation Programmer, Arts & Culture provided a presentation on the 10 Minute Play Festival. This included an overview of the marketing, brand awareness and promotion efforts for the event.

Moved by: Rory Rodrigo

Seconded by: Carmina Pereira

1. That the presentation regarding the 10 Minute Play Festival be received.

Carried

4. Deputations

4.1 Deputation by Jacob Gal, York Pride Fest

Jacob Gal, York Pride Fest provided a deputation on the 2018 Pride Festival. He shared the initial results of a survey completed by businesses after the event.

Moved by: Carmina Pereira

Seconded by: Peter Mertens

1. That the deputation by Jacob Gal regarding York Pride Fest be received.

Carried

5. Approval of Minutes

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

Moved by: Rory Rodrigo

Seconded by: Peter Mertens

1. That the Main Street District Business Improvement Area Board of Management Minutes of May 15, 2018 be approved.

Carried

6. Items

6.1 Discussion - P3 Parking Lot

This item was deferred until the next meeting.

6.2 Street Events Update

Carmina Pereira provided a verbal update regarding the Canada Day event. She advised that a postcard advertisement regarding summer events had been distributed to merchants. She further advised that there will be no Fall Fest this year.

Moved by: Sigfried Wall

Seconded by: Elizabeth Buslovich

1. That the street events update be received.

Carried

6.3 Financial Update

The Business Development Specialist provided a financial update and advised of recent donations.

Moved by: Peter Mertens

Seconded by: Rory Rodrigo

1. That the financial update be received.

Carried

6.4 NDDC Update

The Business Development Specialist provided an update from the June 29, 2018 NDDC meeting. She advised there were two applications for the financial incentive program and two community grants.

She further advised that the minutes of settlement from the Clocktower development have been made public and that up to $100,000 in incentives would be available for the development. She advised that the economic development reserve fund could be used to bump up the program so that there would be no impact on the funds to be used for other businesses.

Moved by: Rory Rodrigo

Seconded by: Elizabeth Buslovich

1. That the NDDC update be received.

Carried

6.5 Staff Update

The Business Development Specialist introduced A. Walkom, Council Committee Coordinator, who will support the Committee going forward.

7. New Business

8. Closed Session (if required)

9. Adjournment

Moved by: Rory Rodrigo

Seconded by: Elizabeth Buslovich

1. That the meeting adjourn at 9:32 PM

Carried

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Glenn Wilson, Chair

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Date