



## Town of Newmarket

### Minutes

# Main Street District Business Improvement Area Board of Management

Date: Wednesday, March 20, 2019

Time: 8:00 AM

Location: Serpa Studio  
Old Town Hall  
460 Botsford Street  
Newmarket, ON L3Y 1T1

Members Present: Tom Hemen, Chair  
Allan Cockburn, Vice Chair  
Councillor Kwapis  
Councillor Twinney (8:27 AM - 9:52 AM)  
Rob Clark  
Debbie Hill  
Mark Iacovetta  
Jennifer McLachlan  
Ken Sparks

Members Absent: Omar Saer

Staff Present: C. Kallio, Economic Development Officer  
E. Bryan, Business Development Specialist  
T. Cresswell, Supervisor of Marketing & Sponsorship  
J. Zulaf, Coordinator of Advertising & Sponsorship  
J. Grossi, Legislative Coordinator

Guests: Gianni Creta, President, Envi Network

The meeting was called to order at 8:05 AM.

Tom Hemen in the Chair.

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

The Chair advised of the following correction to the agenda:

- Item 4.2 - Dan McPherson will be in attendance to provide a deputation

## **2. Declarations of Pecuniary Interest**

There were no declarations of pecuniary interest.

## **3. Presentations & Recognitions**

### **3.1 10 Minute Play Festival**

Tracy Cresswell, Supervisor of Marketing & Sponsorship and Jesse Zulaf, Coordinator of Advertising & Sponsorship provided a presentation to the Main Street District Business Improvement Area Board of Directors regarding the annual 10 Minute Play Festival. The presentation included an overview of Festilicious, Busker Festival and sponsorship options for the 2019 event.

Moved by: Jennifer McLachlan

Seconded by: Councillor Kwapis

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

**Carried**

### **3.2 Envi**

Gianni Creta, President of Envi provided a presentation to the Main Street District Business Improvement Area Board of Directors outlining the history of Envi, their partnership with the Town of Newmarket and future connection options.

Moved by: Councillor Kwapis

Seconded by: Allan Cockburn

1. That the presentation regarding Envi be received.

**Carried**

## **4. Deputations**

#### **4.1 Michelle Clayton-Wood**

Michelle Clayton-Wood provided a deputation. She presented an event idea with the theme of End of Prohibition day or weekend that would draw people to the street and promote business.

Moved by: Councillor Twinney

Seconded by: Ken Sparks

1. That the deputation provided by Michelle Clayton-Wood be received.

**Carried**

#### **4.2 Snapd**

Dan McPherson was in attendance to provide a deputation. He summarized the role of snapd in the community and the outlets that they provide for communication and advertising.

Moved by: Jennifer McLachlan

Seconded by: Mark Iacovetta

1. That the deputation provided by Dan McPherson regarding snapd be received.

**Carried**

### **5. Approval of Minutes**

#### **5.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of February 19, 2019**

Moved by: Ken Sparks

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of February 19, 2019 be approved.

**Carried**

## **6. Items**

### **6.1 Appointment to the Lower Main Street South Heritage Conservation District Advisory Group**

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That Tom Hempen be appointed as the Main Street District Business Improvement Area Board of Management representative on the Lower Main Street South Heritage Conservation District Advisory Group.

**Carried**

### **6.2 2019 Strategic Priorities**

The Board members discussed the possibility of hiring a consultant to assist with the development of their strategic priorities.

The Board members discussed the following draft budget allocation:

- Advertising \$7,500
- Promotion \$20,000
- Miscellaneous \$1,500
- Stationary \$1,000

## **7. New Business**

### **7.1 Earth Hour**

Councillor Kwapis thanked the Board members for their support with the Town of Newmarket's Earth Hour promotion.

### **7.2 Town of Newmarket Smoking Bylaw**

Councillor Kwapis advised that Council reviewed the options presented for the updated smoking bylaw at the Committee of the Whole meeting on Monday March 18, 2019 and has asked for public input before a decision is made.

### **7.3 Christmas Party**

Allan Cockburn advised that Old Town Hall needs to be booked for the annual Christmas party and that he will confirm the booking.

### **7.4 Backflow Prevention Bylaw**

The Business Development Specialist advised that the Town of Newmarket is proposing a backflow prevention bylaw and additional information will be circulated when available.

**7.5 Social Media**

Tom Hempen advised that the Business Improvement Area social media account information has been provided and that he and Ken Sparks are the current administrators. Website information will be obtained.

**7.6 Garbage Clean Up**

Tom Hempen suggested that Main Street be cleaned since the snow has melted and the weather has warmed up. Councillor Kwapis advised that he would bring this request to the respective department.

**7.7 Document Sharing**

Rob Clark suggested a document sharing system to ensure that the Main Street District Business Improvement Area Board of Directors all have access to the same resources and meeting notes.

**8. Closed Session**

Tom Hempen advised there was no requirement for a Closed Session.

**9. Adjournment**

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

- 1. That the meeting be adjourned at 9:52 AM.

**Carried**

\_\_\_\_\_  
Tom Hempen, Chair

\_\_\_\_\_  
Date

