Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date:	Wednesday, April 17, 2019
Time:	8:00 AM
Location:	Serpa Studio Old Town Hall 460 Botsford Street Newmarket, ON L3Y 1T1
BIA Board Members Present:	Rob Clark, Acting Chair Councillor Kwapis Councillor Twinney Debbie Hill Jennifer McLachlan Omar Saer Ken Sparks
BIA Board Members Absent:	Allan Cockburn Tom Hempen Mark Iacovetta
Staff Present:	E. Bryan, Business Development Specialist J. Grossi, Legislative Coordinator

The meeting was called to order at 8:08 AM.
Rob Clark in the Chair

1. Additions and Corrections to the Agenda

The Chair advised that there were no additions or corrections to the agenda.

2. Declarations of Pecuniary Interest

There were no declarations of pecuniary interest.

3. Presentations & Recognitions

3.1 Newmarket Group of Artists

Jason Wighton, President, Newmarket Group of Artists and Robin Burnett, Head, Art Walk & Studio Tour subcommittee provided a presentation to the Main Street District Business Improvement Area Board of Directors regarding the 11th Annual Art Walk and Studio Tour. The presentation included an overview of the Newmarket Group of Artists role in the community, potential advertising options for 2019, and background of the Annual event.

The Main Street District Business Improvement Area Board of Directors queried the presenters regarding advertising opportunities and provided feedback on additional resources.

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the presentation provided by Jason Wighton and Robin Burnett regarding the Newmarket Group of Artists be received.

Carried

3.2 GIS/Map Caching

The Recreation Programmer was not in attendance for this presentation.

4. Deputations

4.1 Picture This

Vic Emberson provided a deputation to the Main Street District Business Improvement Area Board of Directors regarding a map publication, Picture This, outlining the history of the business, 2019 Fall issue for Newmarket, and asked for $500 from the the Main Street District Business Improvement Area for a front ad, a feature ad and a banner ad.

Moved by: Councillor Twinney

Seconded by: Jennifer McLachlan

1. That the deputation provided by Vic Emberson regarding Picture This be received.

Carried

4.2 York Pride Festival

Gillian Barker and Neil provided a deputation to the Main Street District Business Improvement Area Board of Directors regarding the 2019 York Pride Festival highlighting achievements from the 2018 event, future communications and marketing plans, and asked for $1500 towards purchasing new decals.

The Main Street District Business Improvement Area Board of Directors queried the deputants regarding advertisement options for the 2019 event, collaboration efforts and specific event details.

Moved by: Jennifer McLachlan

Seconded by: Omar Saer

1. That the deputation from Gillian Barker and Neil regarding York Pride be received.

Carried

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of March 20, 2019

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 20, 2019 be approved.

Carried

6. Items

6.1 Street Events Update

The Main Street District Business Improvement Area Board of Directors discussed upcoming events for 2019. The Street Events sub-committee was asked to bring an update to the Board at their next meeting.

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That a Street Events sub-committee composed of Jennifer McLachlan and Ken Sparks be formed.

Carried

6.2 Financial Update

The Business Development Specialist advised that there was no financial update.

6.3 NDDC Update

The Business Improvement Specialist outlined the purpose of the Newmarket Downtown Development Committee (NDDC) and provided an update from the March 29, 2019 meeting. She advised there were five applications for the financial incentive program and one community grant.

Moved by: Jennifer McLachlan

Seconded by: Omar Saer

1. That the NDDC update provided by the Business Development Specialist be received.

Carried

6.4 Staff Update

6.4.1 Soofa Data

The Business Development Specialist outlined Soofa data and how it is being collected in the Town of Newmarket, along with the privacy measures that are included. She summarized data from 2018 surrounding specific events and days that interested the Main Street District Business Improvement Area Board of Directors.

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That Soofa data be brought to the Main Street District Business Improvement Area Board of Directors as a standing item on the agenda.

Carried

6.4.2 Main Street Patios

The Business Development Specialist advised that the Town of Newmarket had one patio space available for a restaurant on Main Street to use for the 2019 summer season, and asked that this information was shared with other business owners.

7. New Business

7.1 Construction Vehicles

Rob Clark brought forward a concern regarding construction equipment and vehicles parking during demolitions. He suggested other places for this machinery to be parked.

7.2 York Regional Police

Ken Sparks inquired about setting up a meeting with a representative from York Regional Police to discuss instances on Main Street. Councillor Kwapis stated that he would contact York Regional Police on behalf of the Main Street District Business Improvement Area Board of Directors.

7.3 Strategic Priorities Sub-Committee

The Main Street District Business Improvement Area Board of Management discussed moving forward with their strategic priorities for the 2018-2022 term, with input from the members of the Main Street District Business Improvement Area.

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That a Strategic Priority sub-committee be formed and led by Rob Clark.

Carried

7.4 Funding Applications

The Business Development Specialist advised that there were four parties that had asked the Main Street District Business Improvement Area Board of Management for funding and that the decisions were outstanding. Namely:

a. York Pride

b. Picture This

c. Newmarket 10 Minute Play Festival

d. Buskerfest

The decision regarding Buskerfest was deferred until the May 15, 2019 Main Street District Business Improvement Area Board of Management meeting.

Moved by: Councillor Kwapis

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of $1500 to York Pride for their 2019 event.

Carried

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of $500 to Picture This for the fall publication.

Carried

Moved by: Omar Saer

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management not provide funding to the Newmarket 10 Minute Play Festival.

Defeated

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of $1000 to the Newmarket 10 Minute Play Festival for their 2019 event.

Carried

7.5 Council Updates

(1) Councillor Kwapis advised that street sweeping would begin in a couple of weeks, focusing on Main Street and bike lanes.

(2) Councillor Kwapis advised that there would be further parking enforcement on Main Street as we enter spring.

(3) Councillor Kwapis invited the Main Street District Business Improvement Area Board of Management to the Lip Sync Battle on Thursday May 2, 2019 at Old Town Hall.

8. Closed Session

Rob Clark advised that there was no requirement for a closed session.

9. Adjournment

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

1. That the meeting be adjourned at 10:12 AM.

Carried

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Rob Clark, Acting Chair

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Date