



**Town of Newmarket**  
**Minutes**  
**Main Street District Business Improvement Area**  
**Board of Management**

Date: Wednesday, July 17, 2019  
Time: 7:00 AM  
Location: Mulock Room  
Municipal Offices  
395 Mulock Drive  
Newmarket, ON L3Y 4X7

Members Present: Tom Hempen, Chair  
Councillor Kwapis  
Rob Clark  
Allan Cockburn  
Debbie Hill  
Mark Iacovetta  
Jennifer McLachlan  
Ken Sparks

Members Absent: Councillor Twinney  
Omar Saer

Staff Present: C. Kallio, Economic Development Officer  
J. Grossi, Legislative Coordinator

The meeting was called to order at 7:03 AM.  
Tom Hempen 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 Digital Main Street**

Daniela Mazzaferro, Small Business Consultant from York Region provided a presentation regarding Digital Main Street outlining the Digital Service Squad. She provided application instructions for local businesses and the Main Street District Business Improvement Area to access the funding provided.

The Members queried the presenter regarding the funding amount for Newmarket, and the digital assessments.

Moved by: Councillor Kwapis

Seconded by: Rob Clark

1. That the Digital Main Street presentation provided by Digital Main Street be received.

**Carried**

## **4. Deputations**

### **4.1 Blue Door Shelters**

Michael Braithwaite, CEO of Blue Door Support Services provided a deputation to the Main Street District Business Improvement Area Board of Management regarding the purpose of his organization and the opportunity to provide services for businesses downtown.

The Members queried the deputant regarding types of general labour jobs available, supervision, and estimate costs of the labour.

Moved by: Rob Clark

Seconded by: Allan Cockburn

1. That the deputation regarding Blue Door Support Services provided by Michael Braithwaite be received.

**Carried**

### **4.2 Newmarket Hug-A-Thon Guinness World Record Attempt**

Nancy Bodi provided a deputation to the Main Street District Business Improvement Area Board of Management regarding the Newmarket Hug-A-Thon Guinness World Record Attempt event on October 27, 2019. She invited the Members to participate in the event by sending a hugger and post on social media with #hugs4hope.

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the deputation provided by Nancy Bodi regarding the Newmarket Hug-A-Thon Guinness World Record Attempt be received.

**Carried**

## **5. Approval of Minutes**

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

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

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

**Carried**

## **6. Items**

### **6.1 Street Events Update**

#### **6.1.1 Canada Day**

The Main Street District Business Improvement Area Board of Directors discussed Canada Day and determined how to capture feedback from vendors and visitors for future use. The Members discussed best practices and ideas for next year's event.

#### **6.1.2 Buskerfest**

The Main Street District Business Improvement Area Board of Management discussed Buskerfest, specifically the vendor space, road closures and business hours.

### **6.1.3 Future Events**

The Main Street District Business Improvement Area Board of Management discussed future event ideas for Main Street. The Members reviewed events run by other Business Improvement Areas in the Greater Toronto Area and discussed the role of the Street Events sub-committee.

The Members concluded that key stakeholders, residents and Staff would be invited to future Street Events sub-committee meetings.

Moved by: Councillor Kwapis

Seconded by: Ken Sparks

1. That Rob Clark and Tom Hempen be added as members of the Street Events sub-committee.

**Carried**

## **6.2 Staff Update**

### **6.2.1 Financial Update**

The Economic Development Officer provided an update regarding the remaining amount of funds available for the rest of the year.

The Main Street Business Improvement Area Board of Management queried his regarding HST policies.

### **6.2.2 Financial Incentive Program Staff Working Group Update**

The Economic Development Officer provided an update on the Financial Incentive Staff Working Group, and advised that the next meeting was scheduled for August and an application regarding 209 Main Street would be reviewed.

## **6.3 Parking Update**

Councillor Kwapis advised that a task force has been developed at the Town of Newmarket regarding Main Street parking and they have met to develop short term, midterm and long term solutions. He advised that meetings would be scheduled quarterly.

The Main Street Business Improvement Area Board of Management discussed parking enforcement on Main Street and options to remind business owners of the parking by-laws.

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That a Staff member from the By-law Department be invited to a future the Main Street Business Improvement Area Board of Management meeting to discuss Parking By-laws.

**Carried**

#### **6.4 Garbage Update**

Councillor Kwapis provided an update regarding the inground garbage receptacles pilot program, and he advised that the Town of Newmarket has full ownership and control of the project.

The Economic Development Officer discussed long term solutions for garbage in the Main Street area and advised of an RFP going out regarding this.

### **7. New Business**

#### **7.1 Strategic Priorities**

The Main Street Business Improvement Area Board of Management discussed the next steps for establishing a strategic plan, and establishing terms of reference through a sub-committee.

Moved by: Rob Clark

Seconded by: Allan Cockburn

1. That an Strategic Plan sub-committee composed of Rob Clark, Al Cockburn and Mark Iacovetta be formed.

**Carried**

**7.2 OBIAA Presentation**

The Main Street Business Improvement Area Board of Management discussed the OBIAA presentation from July 10, 2019. The Members advised that the 202 conference is in April, and a representative should attend.

**8. Closed Session**

Tom Hempen advised that there was no requirement for a closed session.

**9. Adjournment**

Moved by: Jennifer McLachlan

Seconded by: Allan Cockburn

1. That the meeting be adjourned at 9:05 AM.

**Carried**

---

Tom Hempen, Chair

---

Date