



## Town of Newmarket

### Minutes

## Main Street District Business Improvement Area Board of Management

Date: Wednesday, August 21, 2019  
Time: 7:00 AM  
Location: Mulock Room  
Municipal Offices  
395 Mulock Drive  
Newmarket, ON L3Y 4X7

Members Present: Tom Hempen, Chair  
Allan Cockburn, Vice Chair  
Rob Clark  
Debbie Hill  
Jennifer McLachlan  
Omar Saer  
Ken Sparks

Members Absent: Councillor Kwapis  
Councillor Twinney  
Mark Iacovetta

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

The meeting was called to order at 7:09 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

None.

#### **4. Deputations**

##### **4.1 Newmarket Car Club**

Dan Arnold was not in attendance to provide a deputation on this matter.

##### **4.2 Salvation Army - The Santa Shuffle**

Nancy Harrison provided a deputation outlining the Santa Shuffle event occurring on Saturday December 7, 2019. She advised that the proceeds would support Salvation Army and asked Members of the Main Street Business Improvement Area Board of Management to register teams for the event.

Moved by: Rob Clark

Seconded by: Ken Sparks

1. That the deputation provided by Nancy Harrison regarding the Salvation Army - Santa Shuffle be received.

**Carried**

##### **4.3 After Hours Big Band**

Lawrence Moule of After Hours Big Band, provided a deputation regarding the Newmarket Artisans Music, Art & Craft Beer event on October 5, 2019 at 7:30 PM.

Moved by: Rob Clark

Seconded by: Allan Cockburn

1. That the deputation provided by Lawrence Moule regarding the After Hours Big Band be received.

**Carried**

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

Nancy Bodi and Sher St. Kitts provided a deputation regarding the Newmarket Hug-A-Thon Guinness World Record Attempt event on

October 27, 2019 at 1:00 PM. They outlined the potential street closure, marketing initiatives, and asked for the support of Main Street businesses.

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the deputation provided by Nancy Bodi and Sher St. Kitts 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 July 10, 2019 and July 17, 2019**

Moved by: Jennifer McLachlan

Seconded by: Allan Cockburn

1. That the Main Street District Business Improvement Area Board of Management Minutes of July 10, 2019 and July 17, 2019 be approved.

**Carried**

## **6. Items**

### **6.1 Street Events Update**

#### **6.1.1 Buskerfest**

The Main Street District Business Improvement Area Board of Management discussed the Buskerfest event, reviewed the vendor space and event logistics. They discussed feedback from Main Street business owners, vendors, and guests.

#### **6.1.2 Future Events**

The Main Street District Business Improvement Area Board of Management discussed future event ideas for Main Street and

advised that the Street Events sub-committee would meet prior to the September Main Street District Business Improvement Area meeting and report back to the Board of Management.

## **6.2 Staff Update**

### **6.2.1 Financial Update**

The Economic Development Officer provided an update regarding Main Street District Business Improvement Area 2019 remaining budget.

### **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 applications for 183 Main Street South and 209 Main Street were reviewed at the August 14, 2019 meeting.

## **7. New Business**

### **7.1 Strategic Plan Update**

The Main Street District Business Improvement Area Board of Management discussed next steps regarding a Strategic Plan Consultant and themes of focus.

Moved by: Jennifer McLachlan

Seconded by: Debbie Hill

1. That a Special Main Street District Business Improvement Area Board of Management meeting regarding Strategic Plan Consultant be scheduled prior to the September 18, 2019 meeting.

**Carried**

### **7.2 Soofa Data**

The Main Street District Business Improvement Area Board of Management asked Staff to provide the data from the Soofa benches for the Canada Day and Buskerfest events at the next meeting.

### **7.3 Film Permits on Main Street**

The Main Street District Business Improvement Area Board of Management discussed the film permit process for the use of Main Street and asked for additional information to be provided at the next meeting.

**7.4 Garbage Update**

The Economic Development Officer provided an update on the in-ground garbage solution project timeline, recycling options, and contract details.

**8. Closed Session**

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

**9. Adjournment**

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

- 1. That the meeting be adjourned at 9:00 AM.

**Carried**

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Tom Hempen, Chair

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Date