



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

Date: Wednesday, September 18, 2019  
Time: 7:00 AM  
Location: Serpa Studio  
Old Town Hall  
460 Botsford Street  
Newmarket, ON L3Y 1T1

Members Present: Tom Hепен, Chair  
Councillor Kwapis  
Councillor Twinney  
Rob Clark  
Debbie Hill  
Mark Iacovetta  
Omar Saer  
Ken Sparks

Members Absent: Allan Cockburn, Vice Chair  
Jennifer McLachlan

Staff Present: F. Scott, Manager of Regulatory Services  
F. DiPassio, Supervisor of Licensing & Parking Enforcement  
E. Bryan, Business Development Specialist  
J. Grossi, Legislative Coordinator

The meeting was called to order at 7:00 AM.  
Tom Hепен 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**

- Ken Sparks declared a conflict related to Items 4.1 & 7.3 regarding a deputation from Snapd Inc. He advised his wife works for Snapd Inc.

## **3. Presentations & Recognitions**

### **3.1 Parking Enforcement**

The Manager of Regulatory Services provided an update outlining the current parking enforcement activities. He discussed the development of a long term parking solution and reviewed current practices.

The Members of the Main Street District Business Improvement Area Board of Management queried Staff regarding the availability of statistics detailing tickets issued in specific areas.

Moved by: Omar Saer

Seconded by: Councillor Twinney

1. That the presentation provided by the Manager of Regulatory Services regarding Parking Enforcement be received.

**Carried**

### **3.2 Film Permit Overview**

The Supervisor of Licensing & Parking Enforcement provided information regarding the Film Policy and Film Permit application process.

The Members of the Main Street District Business Improvement Area Board of Management queried Staff on communication with the BIA regarding film policies, and best practices of neighbouring municipalities.

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the presentation provided by the Manager of Regulatory Services regarding a Film Permit Overview be received.

**Carried**

**4. Deputations**

**4.1 snapd Inc.**

Daniel Ramlogan, Snapd Inc, provided a deputation regarding the Newmarket BIA Holiday Program. He outlined the proposed program and asked the Members of the Main Street District Business Improvement Area Board of Management for their support and monetary donation towards a contest prize.

The Members of the Main Street District Business Improvement Area Board of Management queried the deputant regarding promotion requirements.

Moved by: Rob Clark

Seconded by: Omar Saer

1. That the deputation provided by Daniel Ramlogan regarding Snapd Inc. Newmarket BIA Holiday Program be received.

**Carried**

Ken Sparks took no part in the discussion or vote on the foregoing matter due to a declared conflict.

**5. Approval of Minutes**

**5.1 Main Street District Business Improvement Area Board of Management Minutes of August 21, 2019**

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management Minutes of August 21, 2019 be approved.

**Carried**

**6. Items**

## **6.1 Street Events Update**

The Members advised that the Street Events subcommittee had not met since the last Main Street District Business Improvement Area Board of Management Meeting.

### **6.1.1 Soofa Update**

The Business Development Specialist provided an update on the soofa data from the downtown area. She outlined the data availability and reporting timelines.

The Members of the Main Street District Business Improvement Area Board of Management queried Staff regarding public education opportunities.

## **6.2 Strategic Priority Update**

### **6.2.1 Strategic Plan Consultant**

That the Main Street District Business Improvement Area Board of Management discussed the strategic plan process and possibility of single-sourcing for a strategic plan consultant.

Moved by: Councillor Kwapis

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management dissolve the strategic priority sub-committee.

**Carried**

Moved by: Omar Saer

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management oppose a single source process to hire a strategic plan consultant; and,
2. That a strategic priority sub-committee composed of Deb Hill, Rob Clark and Tom Hempen be formed to develop a scope document.

### **6.3 Garbage Update**

Councillor Kwapis advised that the next taskforce meeting is October 29, 2019 and an update will be provided at the November Main Street District Business Improvement Area Board of Management Meeting.

The Members discussed garbage pick up on Main Street and the surrounding area.

### **6.4 Parking Update**

Councillor Kwapis advised that a report was on the September 23, 2019 Committee of the Whole agenda regarding Implementation of the Administrative Monetary Penalty System (AMPS), and provided an update on long term parking solutions.

### **6.5 Staff Update**

#### **6.5.1 Financial Update**

The Business Development Specialist provided an update regarding Main Street District Business Improvement Area 2019 remaining budget and outstanding items.

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

The Business Development Specialist provided an update on the Financial Incentive Staff Working Group, and advised that updates will continue to be brought to Main Street District Business Improvement Area Board of Management Meetings to ensure communication with the business owners.

## **7. New Business**

### **7.1 Strategic Plan Consultant Budget**

The Members discussed the need to increase the budget for hiring a strategic plan consultant to ensure quality candidates apply.

Moved by: Rob Clark

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management increase the allocation of funds towards hiring a strategic priority facilitator up to \$10,000.

**Carried**

## **7.2 Laneway Lights Pilot**

Councillor Kwapis advised that a pilot project related to lighting in the laneway beside Chip & Malt was available. He outlined that the Main Street District Business Improvement Area would be responsible for the cost of the light fixtures and Town of Newmarket Staff would provide installation at no cost.

Moved by: Omar Saer

Seconded by: Councillor Twinney

1. That the business owners on either side of the laneway be approached by the Main Street District Business Improvement Area Board of Directors to approve the installation of the lights; and
2. That the capital expenditure of the light fixtures be approved.

**Carried**

## **7.3 Snapd Inc Deputation**

Moved by: Omar Saer

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of \$500 to Snapd Inc for the 2019 BIA Newmarket Holiday Program.

**Carried**

Ken Sparks took no part in the discussion or vote on the foregoing matter due to a declared conflict.

#### **7.4 Santa Claus Parade - Best Float**

1. That the Main Street District Business Improvement Area Board of Management provide funding in the amount of \$100 towards sponsorship for the Best Float in the 2019 Newmarket Santa Claus Parade; and,
2. That Rob Clark act as the judge for the Best Float in the 2019 Newmarket Santa Claus Parade.

#### **7.5 Santa Shuffle**

Tom Hempen provided an update from Nancy Harrison regarding the Santa Shuffle event.

#### **7.6 Advertising**

The Main Street District Business Improvement Area Board of Management discussed the current advertising budget for the remainder of 2019.

Moved by: Ken Sparks

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management allocate up to \$3000 towards advertising.

**Carried**

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management form an advertising sub-committee composed of Omar Saer, Rob Clark, and Ken Sparks.

**Carried**

#### **7.7 Holiday Party Sub-Committee**

Moved by: Omar Saer

Seconded by: Mark Iacovetta

- 1. That the Main Street District Business Improvement Area Board of Management form a holiday party sub-committee composed of Councillor Twinney, Tom Hempen, and Deb Hill.

**Carried**

**7.8 2019 Annual General Membership Meeting**

The Main Street District Business Improvement Area Board of Management discussed possible dates for the 2019 Annual General Membership Meeting.

**8. Closed Session**

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

**9. Adjournment**

Moved by: Omar Saer

Seconded by: Councillor Twinney

- 1. That the meeting be adjourned at 9:10 AM.

**Carried**

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Tom Hempen, Chair

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Date