



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

Date: Wednesday, October 16, 2019  
Time: 7:00 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  
Debbie Hill  
Mark Iacovetta  
Omar Saer  
Ken Sparks

Members Absent: Councillor Twinney  
Rob Clark  
Jennifer McLachlan

Staff Present: E. Bryan, Business Development Specialist  
J. Grossi, Legislative Coordinator

The meeting was called to order at 7:10 AM.  
Tom Hemen 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**

None.

**3. Presentations & Recognitions**

None.

**4. Deputations**

**4.1 The York Region One Act Play Festival**

John Dowson provided a deputation regarding the York Region One Act Play Festival from Thursday November 7, 2019 to Saturday November 9, 2019. He outlined the 2019 festival playbill and requested \$2500 in sponsorship from the Main Street District Business Improvement Area Board of Management.

Moved by: Councillor Kwapis

Seconded by: Ken Sparks

1. That the deputation provided by John Dowson regarding the York Region One Act Play Festival be received.

**Carried**

**4.2 Newmarket 150 Historical Scavenger Hunt**

David Robinson provided a deputation regarding the Newmarket 150 Historical Scavenger Hunt. He outlined the web app used, the prizes, and requested sponsorship from the Main Street District Business Improvement Area Board of Management in the amount of \$1000/month for a minimum of three months.

Moved by: Councillor Kwapis

Seconded by: Allan Cockburn

1. That the deputation provided by David Robinson regarding the Newmarket 150 Historical Scavenger Hunt be received.

**Carried**

**4.3 Hugs 4 Hope**

Nancy Bodi provided a deputation regarding the Hugs 4 Hope event on October 27, 2019 at 2:00 PM. She requested sponsorship from the Main Street District Business Improvement Area Board of Management.

Moved by: Mark Iacovetta

Seconded by: Omar Saer

- 1. That the deputation provided by Nancy Bodi regarding Hugs 4 Hope be received.

**Carried**

**5. Approval of Minutes**

**5.1 Main Street District Business Improvement Area Board of Management Minutes of September 18, 2019**

Moved by: Debbie Hill

Seconded by: Ken Sparks

- 1. That the Main Street District Business Improvement Area Board of Management Minutes of September 18, 2019 be approved.

**Carried**

**6. Items**

**6.1 Sub-Committee Reports**

**6.1.1 Street Events Update**

**6.1.1.1 Candlelight Parade & Tree Lighting**

The Members discussed the Candlelight Parade & Tree Lighting on Friday November 15, 2019 and outlined the entertainment, candlelight, and promotion for the first 250 attendees.

Moved by: Mark Iacovetta

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management allocate up to \$2800 to the Candlelight Parade & Tree Lighting.

**Carried**

#### **6.1.1.2 Holiday Party**

The Members discussed the 2019 holiday party regarding ticket prices, catering, and entertainment.

#### **6.1.2 Strategic Priority Update**

The Members reviewed the draft Request for Quote (RFQ) and agreed to accept submissions until October 30, 2019.

#### **6.1.3 Advertising Update**

The Members advised that the Advertising sub-committee had not met since the last Main Street District Business Improvement Area Board of Management Meeting.

#### **6.1.4 Holiday Party Update**

### **6.2 Garbage Update**

The Business Development Specialist provided an update on the in-ground garbage solution pilot project and the RFP for the town-wide garbage strategy. She 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.

### **6.3 Parking Update**

Councillor Kwapis provided an update on the parking signs located on Cedar Street and advised that long-term parking solutions would be discussed at the task force meeting on October 29, 2019.

Tom Hempen advised that parking enforcement are visiting Main Street at least once per day and asked Members to forward any concerns to him to address with Town Staff.

### **6.4 Staff Update**

#### **6.4.1 Financial Update**

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

#### **6.4.2 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.

#### **6.5 Annual General Membership Meeting**

The Members discussed potential items for the Annual General Meeting (AGM) agenda the Business Development Specialist advised that a draft 2020 budget was to be presented at the AGM.

Moved by: Mark Iacovetta

Seconded by: Allan Cockburn

1. That the draft 2020 Business Improvement Area budget, composed of the following categories, be presented at the Annual General Meeting:
  - Stationary/Office \$500
  - Miscellaneous \$500
  - Promotion \$8,000
  - Advertising \$21,000

**Carried**

#### **6.6 Next Meeting - November 20, 2019**

### **7. New Business**

#### **7.1 Deputation Sponsorship Requests**

The Members discussed the sponsorship requests from various deputants and scheduled a walk through with the Newmarket 150 Historical Scavenger Hunt prior to discussing sponsorship.

Moved by: Omar Saer

Seconded by: Debbie Hill

- 1. That the Main Street District Business Improvement Area Board of Management sponsor the York Region One Act Play Festival in the amount of \$500.

**Carried**

Moved by: Councillor Kwapis

Seconded by: Omar Saer

- 1. That the Main Street District Business Improvement Area Board of Management sponsor the Hugs 4 Hope event in the amount of \$500.

**Carried**

**8. Closed Session**

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

**9. Adjournment**

Moved by: Councillor Kwapis

Seconded by: Allan Cockburn

- 1. That the meeting be adjourned at 8:50 AM.

**Carried**

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Tom Hempen, Chair

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Date

