

The meeting of the Main Street District Business Improvement Area was held on Tuesday, March 17, 2015 in Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Elizabeth Buslovich  
Anne Martin  
Olga Paiva  
Carmina Pereira  
Jackie Playter  
Siegfried Wall  
Glenn Wilson

Absent: Councillor Sponga  
Rory Rodrigo

Staff Present: Chrisanne Finnerty, Council/Committee Coordinator  
Ted Horton, AMCTO Intern

The meeting was called to order at 7:37 p.m.

Glenn Wilson in the Chair.

### **Additions and Corrections to the Agenda**

None.

### **Disclosure of Pecuniary Interests**

None.

### **Approval of Minutes**

1. Main Street District Business Improvement Area Board of Management Minutes of February 24, 2015.

Moved by: Carmina Pereira  
Seconded by: Siegfried Wall

THAT the Main Street District Business Improvement Area Board of Management Minutes of February 24, 2015 be approved.

**Carried**

## **Presentations**

2. Future Advertising in snapd Publication - Ms. Lori Woodyatt, Director of Operations - snapd.

Ms. Lori Woodyatt addressed the Committee regarding advertisements in snapd. She provided background information on snapd's involvement with Main Street and the Main Street District Business Improvement Area Board of Management and summarized the events that the publication covers in the area of Main Street and Riverwalk Commons. She further provided an overview of the services provided by snapd as part of the advertising fee paid by the BIA and requested that the Main Street District Business Improvement Area Board of Management continue to maintain its monthly advertising expenditure. Discussion ensued regarding distribution, online services and placement of the Main Street ad in the publication.

Moved by: Jackie Playter  
Seconded by: Siegfried Wall

THAT the presentation by Ms. Lori Woodyatt, snapd regarding future advertising in snapd be received.

**Carried**

3. Outdoor Patio Proposal Presentation - Mr. Ted Horton, AMCTO Intern.

Mr. Ted Horton addressed the Committee with a PowerPoint presentation regarding Outdoor Patios. He summarized the different types of outdoor patios, challenges and benefits specific to the Main Street area and addressed some preliminary space, parking, distribution, liability, safety, noise, servicing and design concerns. Discussion ensued regarding the project origin, potential timeframes for a pilot project, eligible business, size restrictions and parking concerns.

Moved by: Elizabeth Buslovich  
Seconded by: Olga Paiva

THAT the presentation by Mr. Ted Horton, AMCTO Intern regarding Outdoor Patios be received.

**Carried**

Moved by: Olga Paiva  
Seconded by: Elizabeth Buslovich

THAT a pilot project for outdoor patios be further investigated.

**Carried**

**Items**

4. Upcoming Events Updates

a) \* Car Show Event - June 27

The Car Show Event update was deferred to the April 21, 2015 meeting.

b) \* Canada Day Event - July 1

Elizabeth Buslovich provided a verbal update regarding the Canada Day Event. Discussion ensued regarding vendor notification, social media advertising and increasing exhibitor fees by \$10.00.

Moved by: Elizabeth Buslovich  
Seconded by: Anne Martin

THAT the Canada Day exhibitor fees be increased from \$50.00 to \$60.00 for a 10x10 vendor space.

**Carried**

**New Business**

a) The Chair provided the minutes of the Marketing Subcommittee Meeting of Monday, March 16, 2015 for receipt by the Committee.

Moved by: Siegfried Wall  
Seconded by: Elizabeth Buslovich

THAT the Marketing Subcommittee Minutes of March 16, 2015 be received.

**Carried**

- b) The Chair advised that there are some concerns with the operation of the current Gmail and Facebook accounts. Discussion ensued regarding the implementation of a new Gmail account and new Facebook page and related costs.

Moved by: Olga Paiva  
Seconded by: Siegfried Wall

The Main Street District Business Improvement Area Board of Management recommends to Council:

- a) THAT the Town provide the Main Street District Business Improvement Area Board of Management with a prepaid credit card in the amount of \$500.00.

**Carried**

- c) The Chair advised that he has communicated with the current webmaster regarding the BIA website and registered domains. As a result of that conversation, he has registered a GoDaddy account to host a new Main Street District Business Improvement Area Board of Management webpage and is seeking support to transfer the four domain names ([www.mainstreetnewmarket.ca](http://www.mainstreetnewmarket.ca); [www.mainstreetnewmarket.com](http://www.mainstreetnewmarket.com); [www.newmarketmainstreet.ca](http://www.newmarketmainstreet.ca); and [www.newmarketmainstreet.com](http://www.newmarketmainstreet.com)) to the Main Street District Business Improvement Area Board of Management for use with the GoDaddy account.

Moved by: Carmina Pereira  
Seconded by: Elizabeth Buslovich

THAT the four Main Street domain names be released to the Main Street District Business Improvement Area Board of Management for use with the GoDaddy account;

AND THAT the Chair be reimbursed by the Town for the domain transfer fee.

**Carried**

- d) Jackie Playter advised that she has heard that there may be a Soapbox Derby proposed to take place on Main Street in October.
- e) Anne Martin suggested that the Main Street District Business Improvement Area Board of Management review current directional signage for Main Street as the signs are small and review locations and rejuvenation of the existing signage in order to direct traffic to Main Street. Discussion ensued regarding changes as a result of the Viva project, and conducting an informal sign inventory.

**Adjournment**

Moved by: Carmina Pereira  
Seconded by: Elizabeth Buslovich

THAT the meeting adjourn.

**Carried**

There being no further business, the meeting adjourned at 9:23 p.m.

April 21, 2015  
Date

  
Glenn Wilson, Chair