



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, January 15, 2020
Time: 8:00 AM
Location: Serpa Studio
Old Town Hall
460 Botsford Street
Newmarket, ON L3Y 1T1

Members Present: Tom Hempen, Chair
Councillor Kwapis
Debbie Hill
Mark Iacovetta
Omar Saer
Ken Sparks

Members Absent: Allan Cockburn, Vice Chair
Councillor Twinney
Rob Clark
Jennifer McLachlan

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

The meeting was called to order at 8:14 AM.
Tom Hempen in the Chair.

1. Additions and Corrections to the Agenda

None.

2. Declarations of Pecuniary Interest

None.

3. Presentations & Recognitions

None.

4. Deputations

None.

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Minutes of November 20, 2019

Moved by: Omar Saer

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Minutes of November 20, 2019 be approved.

Carried

6. Items

6.1 2020 Deputation Funding

The Members discussed the bi-annual sponsorship and advertising meetings that would be held in 2020 to provide community organizations and deputants an opportunity to ask the Main Street District Business Improvement Area Board of Management for monetary contributions. The Members advised that funding decisions would be made at the regularly scheduled February 19, 2020 meeting.

Moved by: Mark Iacovetta

Seconded by: Debbie Hill

1. That the following dates be approved as the bi-annual Sponsorship and Advertising meeting dates:
 - February 11, 2020
 - June 18, 2020

Carried

6.2 2020 BIA Conference and the 2020 Membership Application/Invoice for OBIAA

The Business Development Specialist advised that the Ontario Business Improvement Area Association (OBIAA) annual conference was scheduled from April 19 - 22, 2020 in Toronto. The Chair asked Members to review the conference information.

Moved by: Omar Saer

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management approve the cost of the 2020 Ontario Business Improvement Area Association (OBIAA) annual membership at \$254.52.

Carried

6.3 Garbage Update

None.

6.4 Parking Update

Tom Hempen advised that the Downtown Parking Taskforce had met in December and discussed short term, medium term, and long term solutions for parking. He advised that the Strategic Leadership Team was creating a draft plan for review in Q2 2020.

6.5 Sub-Committee Reports

6.5.1 Street Events Update

The Members discussed street events for 2020 and advised that the sub-committee would be meeting before the next regular Main Street District Business Improvement Area Board of Management meeting.

6.5.2 Advertising Update

The Members advised that regular and on-going social media advertising was occurring and videos were being created for businesses on Main Street.

6.5.3 Strategic Priority Update

The Business Development Specialist advised that the strategic priority consultant contract needed to be discussed with procurement regarding insurance requirements prior to beginning the planning process.

6.6 Staff Update

6.6.1 Financial Update

Moved by: Ken Sparks

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve the 2020 Tourism Oriented Directional Signs (TOMS) fee in the amount of \$1500.

Carried

Moved by: Ken Sparks

Seconded by: Mark Iacovetta

1. That the Main Street District Business Improvement Area Board of Management approve the 2020 insurance fee in the amount of \$1020.60.

Carried

6.6.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist advised that no applications had been received and no meetings had occurred.

7. New Business

Moved by: Mark Iacovetta

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve the annual fees associated with the domain names be approved.

Carried

Moved by: Omar Saer
Seconded by: Mark Iacovetta

1. That the Main Street District Business Improvement Area Board of Management approve the reimbursement of \$50 to Glenn Wilson regarding Main Street Bucks that have been redeemed.

Carried

8. Closed Session

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

9. Adjournment

Moved by: Omar Saer
Seconded by: Debbie Hill

1. That the meeting be adjourned at 9:01 PM.

Carried

Tom Hempen, Chair

Date