



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, November 20, 2019
Time: 7:00 AM
Location: Serpa Studio
Old Town Hall
460 Botsford Street
Newmarket, ON L3Y 1T1

Members Present: Tom Hempen, Chair
Allan Cockburn, Vice Chair
Councillor Twinney
Debbie Hill
Mark Iacovetta
Jennifer McLachlan
Omar Saer
Ken Sparks

Members Absent: Councillor Kwapis
Rob Clark

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

The meeting was called to order at 7:00 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

None.

3. Presentations & Recognitions

None.

4. Deputations

4.1 Newmarket 150 Historical Scavenger Hunt

David Robinson provided a deputation regarding the Newmarket 150 Historical Scavenger Hunt. He outlined a sponsorship offer to the Main Street District Business Improvement Area Board of Management in the amount of \$1000/month for three months and receiving a fourth month for free.

The Members queried the deputant regarding other sponsorship opportunities and the popularity of Main Street throughout the year.

Moved by: Omar Saer

Seconded by: Allan Cockburn

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

Carried

4.2 Chabad Newmarket

Rabbi Mendy Grossbaum provided a deputation regarding the Chanukah celebration on Sunday December 22, 2019 at Riverwalk Commons. He requested \$1000 in sponsorship to cover a portion of the event costs and entertainment.

The Members queried the deputant regarding the event duration, marketing, and potential sources of revenue.

Moved by: Councillor Twinney

Seconded by: Jennifer McLachlan

1. That the deputation provided by Rabbi Mendy Grossbaum regarding Chabad Newmarket be received.

Carried

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Minutes of October 16, 2019

Moved by: Ken Sparks

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management Minutes of October 16, 2019 be approved.

Carried

6. Items

6.1 2020 Deputation Funding Discussion

The Main Street District Business Improvement Area Board of Management discussed ways to fund community organizations and events in 2020. They discussed special meetings for these proposals, meeting frequency and budget allocation. The Members advised that following the strategic plan development, this item can be revisited for future years.

Moved by: Councillor Twinney

Seconded by: Allan Cockburn

1. That the Main Street District Business Improvement Area Board of Management schedule two special meetings in 2020 to receive proposals regarding community organizations and events requesting sponsorship from the Board; and,
2. That the special meetings be held in January/February and June/July 2020.

Carried

6.2 Sub-Committee Reports

6.2.1 Holiday Party Update

Tom Hempen provided an update on the planning of the 2019 Holiday Party, and Councillor Twinney advised that she will coordinate centerpieces.

6.2.2 Streets Event Update

Ken Sparks provided an update on the Candlelight Parade and advised that it was well attended. He noted some confusion regarding the road closure, and advised that feedback was provided regarding the event location and sound quality.

Jennifer McLachlan requested that the Streets Events sub-committee meet on the second Tuesday of every month at 8:30 AM, and provide an update the following week at the Main Street District Business Improvement Area Board of Management meetings.

6.2.3 Strategic Priority Update

Tom Hempen advised that three proposals were received and that all Members were forwarded the documents to ensure that a decision would be made at this meeting. One proposal came in at more than double the allocated budget, so it was removed from the process.

The Members participated in an evaluation matrix process based on adherence to requirements, relevant experience, and the approach to the project. Rhaposdy Strategies was the successful submission.

6.2.4 Advertising Update

Ken Sparks advised that Jewel Radio had offered the Main Street District Business Improvement Area Board of Management a special rate for 100 thirty-second radio ads for \$2600. The Members asked for additional information to be provided.

Omar Saer advised that targeted ads on social media would be beneficial to the Members for the 2019 holiday season.

Moved by: Omar Saer

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Directors allocate \$1000 towards sponsored ads on social media in 2019.

Carried

6.3 Garbage Update

Tom Hempen advised that the in ground garbage containers have been installed and additional updates will be provided throughout the pilot project process.

6.4 Parking Update

Tom Hempen advised that the next taskforce meeting was scheduled for December 11, 2019 and asked all Members to send any questions or comments to himself prior to this meeting to ensure that they are addressed.

6.5 Staff Updates

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. She advised that the revenue from the Holiday Party has not been captured, and the expenses from the Candlelight Parade have not been allocated yet.

6.5.2 Financial Incentive Program Staff Working Group Update

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

6.6 Draft 2020 Meeting Schedule

Moved by: Debbie Hill

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve the 2020 meeting schedule; and,
2. That the meetings begin at 8:00 AM in 2020.

Carried

6.7 Next Meeting - December 18, 2019

7. New Business

7.1 Newmarket 150 Historical Scavenger Hunt

The Members discussed the sponsorship opportunity and the new 2020 sponsorship process.

Moved by: Allan Cockburn

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management defer the decision to sponsor the Newmarket 150 Historical Scavenger Hunt.

Carried

7.2 Chabad Newmarket

Moved by: Councillor Twinney

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management sponsor Chabad Newmarket 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: Allan Cockburn

Seconded by: Debbie Hill

1. That the meeting be adjourned at 8:55 AM.

Carried

Tom Hempen, Chair

Date