

Tuesday, May 19, 2015 at 7:30 PM
Just Brunch, 209 Main Street

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday May 19, 2015 at Just Brunch, 209 Main Street.

Members Present: Anne Martin
Olga Paiva
Carmina Pereira
Jackie Playter
Rory Rodrigo
Councillor Sponga
Glenn Wilson, Chair
Elizabeth Buslovich (7:38 to 9:32 p.m.)
Siegfried Wall (7:45 to 9:35 p.m.)

Staff Present: Chris Kallio, Economic Development Officer
Linda Moor, Council/Committee Coordinator

Guests: Mr. Matt Monfaredi, Metroland Publishing
Ms. Jennifer Kopacz, Metroland Publishing
Mr. Jordan Mann, Metroland Publishing

The meeting was called to order at 7:31 p.m.

Glenn Wilson in the Chair.

Additions and Corrections to the Agenda

None.

Disclosure of Pecuniary Interests

None.

Presentation

1. The Chair introduced Mr. Matt Monfaredi, Ms. Jennifer Kopacz and Mr. Jordan Mann of Metroland/Era publication who addressed the Board with a PowerPoint presentation highlighting specifics related to print advertising and social media options. Ms. Kopacz distributed copies of splash advertising examples.

Moved by: Jackie Playter
Seconded by: Anne Martin

THAT the print advertising options presentation by representatives of Metroland/Era Publication be received.

Carried

Approval of Minutes

2. Main Street District Business Improvement Area Board of Management Minutes of April 21, 2015.

Moved by: Carmina Pereira
Seconded by: Jackie Playter

THAT the Main Street District Business Improvement Area Board of Management Minutes of April 21, 2015 be approved.

Carried

Items

3. Main Street District Business Improvement Area Marketing Sub-committee Minutes.

Moved by: Elizabeth Buslovich
Seconded by: Siegfried Wall

THAT the Main Street District Business Improvement Area Marketing Sub-committee Minutes be received.

Carried

4. Financial Update Report.

The Economic Development Officer provided a verbal financial update and advised the current account balance is approximately \$26,500.

Discussion ensued regarding the 2014 funds committed to Glen Cedar Public School from the Guitar Extravaganza event held at the 2014 Jazz Festival. Jackie Playter advised she would investigate the status of the funding commitment and follow-up.

5. Canada Day Budget Discussion.

The Chair circulated a budget outline of \$5,000 for the Canada Day festivities.

Moved by: Olga Paiva

Seconded by: Elizabeth Buslovich

THAT a cheque request be submitted to the Economic Development Officer for the amount of \$5,000 in order to proceed with the Canada Day festivities.

Carried

6. Car Show Event.

The Chair provided a verbal update regarding the Car Show event scheduled for June 27, 2015.

Discussion ensued regarding sending notice to area businesses requesting that their clients and deliveries utilize the rear entries as the road will be closed to vehicular traffic on that day. The Chair further advised that a notice will be sent out to the affected business owners and the cost of pay-duty officers should be explored.

7. Marketing Committee Update.

Discussion ensued regarding the Marketing Sub-committee membership. The Chair, in his capacity as ex-officio appointed himself as Chair of the Marketing Sub-committee.

8. Film Permit Review

Discussion ensued regarding communication oversights that occurred with the last commercial film shoot held on Main Street on May 1, 2015. Councillor Sponga advised that he would be bringing forward a motion to the next scheduled Committee of the Whole meeting requesting staff to review the film permit process.

9. Parking.

Discussion ensued regarding Main Street parking challenges. Councillor Sponga provided a verbal update regarding the upcoming completion of the Old Town Hall construction which would free up the Market Square parking lot. He further advised that the Downtown Parking Review Task Force has not been reinstated however that a technical staff task force has been instituted. The Chair suggested that consideration be given to implementation of permit parking for residents.

Moved by: Councillor Sponga
Seconded by: Jackie Playter

THAT the feasibility of Main Street area permit parking be reviewed.

Carried

10. Patio Proposal Application Status Update.

The Economic Development Officer advised that one application has been received by Hungry Brew Hops for an outdoor patio.

Elizabeth Buslovich left the meeting at 9:22 p.m.

11. Lower Main Street Heritage Advisory Group Representation.

Moved by: Rory Rodrigo
Seconded by: Siegfried Wall

THAT Mr. Glenn Wilson be the Main Street District Business Improvement Area Board of Management representative on the Lower Main Street Heritage Advisory Group.

Carried

New Business

- a) Jackie Playter advised that organizers of the Soap Box Derby are requesting a Main Street event; however there are insurance requirements and the organizers have funding limitations. Councillor Sponga advised he will speak to the Town's Insurance and Risk Analyst regarding same.

Adjournment

Moved by: Carmina Pereira
Seconded by: Siegfried Wall

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:35 p.m.

Date

Glenn Wilson, Chair