



**Town of Newmarket**  
**Minutes (Special Meeting)**  
**Main Street District Business Improvement Area**  
**Board of Management**

Date: Wednesday, November 18, 2020  
Time: 8:30 AM  
Location: Electronic VIA ZOOM  
See How to Login Guide

Members Present: Tom Hempen, Chair  
Allan Cockburn, Vice Chair  
Councillor Kwapis  
Councillor Twinney  
Debbie Hill  
Jennifer McLachlan  
Ken Sparks

Members Absent: Rob Clark  
Mark Iacovetta  
Omar Saer

Staff Present: M. Mayes, Director of Financial Services/Treasurer  
E. Hawkins, Business Development Specialist  
J. Grossi, Legislative Coordinator

The meeting was called to order at 8:31 PM.  
Tom Hempen in the Chair.

- 1. Additions and Corrections to the Agenda**  
None.
- 2. Conflict of Interest Declarations**

None.

### 3. **Presentations & Recognitions**

None.

### 4. **Deputations**

#### 4.1 **Chanukah Community Wide Drive-By Event**

Rabbi Mendy Grossbaum was in attendance to provide the Main Street District Business Improvement Area Board of Management with a deputation regarding the Chanukah community wide drive-by event and requested a \$1000 donation from the BIA.

The Members discussed the event logistics and advised that a \$500 donation was made in 2019 for the annual Chanukah celebrations. They requested that the BIA logo be used in all social media and print advertising for the event as well.

An alternate motion was presented and is noted below in bold.

Moved by: Councillor Kwapis

Seconded by: Debbie Hill

1. That the deputation provided by Rabbi Mendy Grossbaum regarding Chanukah Community Wide Drive-By Event be received; and,
2. **That the Main Street District Business Improvement Area Board of Management approve a \$500 donation to support the 2020 Chanukah event.**

**Carried**

### 5. **Approval of Minutes**

#### 5.1 **Main Street District Business Improvement Area Board of Management Meeting Minutes of October 21, 2020**

An alternate motion was presented and is noted below in bold.

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of October 21, 2020 be approved, **as amended.**

**Carried**

## **6. Items**

### **6.1 Strategic Priority Update**

The Board Members provided updates on various items identified within the strategic plan, outlined below.

- a. Virtual Christmas Tree Lighting - Jennifer McLachlan advised that the filming of the event was underway with the lighting of the tree, a piano with Christmas carols, and a very limited guest list. She further advised that the video would be launched on Facebook on Friday, November 20, 2020 at 7:00 PM.
- b. Decorations for Main Street Businesses - Councillor Twinney provided price comparisons on various Christmas decor items from some local and big box stores, and the Members agreed that they would rather support local for these purchases. Councillor Kwapis, Councillor Twinney and Tom Hempen volunteered to distribute the Christmas decor to Main Street Businesses.
- c. Business to Business Discount Program - Tom Hempen advised that Rob Clark and his team at RC Design were developing a sticker for those who wish to participate in the program, and that an email was to be provided to all Main Street Businesses with additional information once confirmed.
- d. Main Street Online Networking Community - Al Cockburn advised that the opportunity for a Main Street online networking community would be discussed at the AGM on November 19, 2020 through a series of various zoom calls. He further explained that the first meeting would be open to all business owners and moderated by himself, with the option to determine smaller sector-specific groups going forward.

### **6.2 2021 Budget & Presentation to Council**

The Main Street District Business Improvement Area Board of Management discussed the options regarding a 2021 budget and

reviewed the current 2020 financial statement. The Members outlined the opportunity to add a COVID-19 or emergency fund line to the 2021 budget due to the pandemic and its associated costs.

The Director of Financial Services/Treasurer for the Town of Newmarket provided guidance and input to the Members regarding the addition of an emergency reserve fund to their 2021 budget, and reviewed the brief presentation to Council scheduled for their December 7, 2020 Committee of the Whole - Electronic meeting.

Moved by: Councillor Kwapis

Seconded by: Allan Cockburn

1. That the draft 2021 Main Street District Business Improvement Area budget, composed of the following categories, be presented at the Annual General Meeting on November 19, 2020:
  - Stationary/Office \$500
  - Miscellaneous \$500
  - Promotion \$8,000
  - Advertising \$21,000; and,
2. That an Emergency Contingency Fund of \$10,000 be allocated in the 2021 budget, using reserve funds.

**Carried**

### **6.3 COVID-19 Marketing & Advertising Sub-Committee Update**

An update on the COVID-19 Marketing & Advertising Sub-Committee was provided during the Strategic Priority Update. See item 6.1 for more information.

### **6.4 Sub-Committee Discussion**

The Legislative Coordinator reviewed the list of current sub-committees of the Main Street District Business Improvement Area Board of Management.

### **6.5 Garbage Update**

None.

## **6.6 Parking Update**

None.

## **6.7 Staff Update**

### **6.7.1 Financial Update**

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management approve the financial statements; and,
2. That the invoice regarding the Tourism Oriented Directional Signing (TODS) Program for 2021 in the amount of \$1,695.00 be approved.

**Carried**

### **6.7.2 Financial Incentive Program Staff Working Group Update**

The Business Development Specialist reminded the Board Members to advise businesses who are looking to do improvements that require a building permit to submit applications for the Financial Incentive Program before December 31, 2020. Tom Hempen asked Staff to provide an update on this program at the Annual General Meeting on November 19, 2020.

### **6.7.3 Historical Tour of Main Street partnership with Snapd**

The Business Development Specialist provided an update on the videos for this program and the placement of the beacons. She further advised that a more fulsome update would be available at the December 16, 2020 Main Street District Business Improvement Area Board of Management Meeting.

### **6.7.4 Choose Local Campaign**

The Business Development Specialist reviewed the Choose Local Campaign and advised that most listings have been claimed by the businesses, but asked that the Board Members reminded other business owners to claim their listings. She also outlined the Shop

Local Contest in partnership with the Newmarket Chamber of Commerce.

#### **6.8 Draft 2021 Meeting Schedule**

Councillor Kwapis advised that some of the 2020 meeting dates conflicted with Committee of Adjustment meetings, and requested that alternate meeting dates be presented. The Legislative Coordinator advised that she would email alternate 2021 meeting schedule options that do not conflict with other Board and Committee Meetings at the Town of Newmarket.

#### **7. New Business**

Tom Hempen discussed the Historical Tour of Main Street partnership with Snapd and the process regarding video placement at the various beacons in the Main Street area. The Members agreed that the video order within each beacon should be done fairly to avoid any conflict.

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management requests that Snapd uses a lottery system to determine the order of the videos related to Main Street businesses within the beacons being used for the Historical Tour of Main Street.

**Carried**

#### **8. Closed Session**

Tom Hempen advised that there was no required for Closed Session.

#### **9. Adjournment**

Moved by: Jennifer McLachlan

Seconded by: Allan Cockburn

1. That the meeting be adjourned at 9:49 AM.

**Carried**

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Tom Hempen, Chair

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Date