

Tuesday, April 21, 2015 at 7:30 PM
Community Centre - 200 Doug Duncan Drive

The meeting of the Main Street District Business Improvement Area was held on Tuesday, April 21, 2015 in the Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Elizabeth Buslovich
Anne Martin
Olga Paiva
Carmina Pereira
Jackie Playter
Rory Rodrigo
Councillor Sponga
Siegfried Wall (7:38 to 9:36 p.m.)
Glenn Wilson

Staff Present: Chris Kallio, Economic Development Officer
Linda Moor, Council/Committee Coordinator
Ted Horton, AMCTO Intern

Guests: Mayor Van Bynen, Councillor Hempen, Anne Robins, Debbie Hill, Judit Szamosszegi, Janet Walker, Chris Sorley, Ken Sparks, Heather Burling, Thomas Doer

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

Glenn Wilson in the Chair.

Additions and Corrections to the Agenda

The Chair advised that the presentation listed on the agenda from representatives of Metroland/Era Publication has been re-scheduled to the May 19, 2015 meeting.

The Economic Development Officer advised of an addition to the agenda being a request to permit a film on Main Street. He also advised that he would provide a financial update.

The Chair advised that the patios on Main Street matter would be considered after the approval of the minutes portion of the agenda.

Disclosure of Pecuniary Interests

None.

Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of March 17, 2015.

Moved by: Elizabeth Buslovich

Seconded by: Carmina Pereira

THAT the Main Street District Business Improvement Area Board of Management Minutes of March 17, 2015 be approved.

Carried

2. Main Street District Business Improvement Area Marketing Sub-Committee Minutes of April 1 and April 8, 2015.

Moved by: Olga Paiva

Seconded by: Rory Rodrigo

THAT the Main Street District Business Improvement Area Marketing Sub-Committee Minutes of April 1 and April 8, 2015 be received.

Carried

Items

3. Outdoor Patios on Main Street.

Councillor Sponga provided information related to the proposed pilot project for outdoor patios on Main Street. The Economic Development Officer provided information regarding the proposed application process for business owners on Main Street who may wish to participate in the outdoor patio pilot project. He advised that if the Main Street District Business Improvement Area Board of Management supports the concept of the pilot project, a report would be considered at the May 4, 2015 Committee of the Whole meeting with subsequent adoption at the May 11, 2015 Council meeting.

Discussion ensued regarding the design principles associated with potential outdoor patio applications. Further discussion ensued regarding parking issues, enforcement challenges and sidewalk encroachment by proposed outdoor patios.

Moved by: Jackie Playter
Seconded by: Rory Rodrigo

THAT the proposed outdoor patio pilot project for Main Street be approved by the Main Street District Business Improvement Area Board of Management for the 2015 summer season;

AND THAT the outdoor patio pilot project include criteria for a 10:00 p.m. noise cut-off time;

AND THAT these recommendations be submitted to Council for formal adoption.

Carried

A suggestion was made for a broader encouragement of non-intrusive outdoor business use of the sidewalk and boulevard where possible to make the outdoor patio option inclusive for any business owner who wished to take advantage of the opportunity. The Chair advised that this suggestion would be further reviewed for feasibility.

4. Ontario Business Improvement Area Association (OBIAA) Membership.

The Economic Development Officer advised of an outstanding invoice for OBIAA membership fee in the amount of \$231.65.

Moved by: Olga Paiva
Seconded by: Rory Rodrigo

THAT the invoice in the amount of \$231.65 for Ontario Business Improvement Area Association membership fee be paid.

Carried

5. Canada Day Budget.

The Chair advised that the Canada Day festivities budget discussion is deferred to a meeting closer to the celebration date.

6. Car Show Event Update.

Jackie Playter provided a verbal status update regarding the Car Show event scheduled for June 27, 2015.

7. Petty Cash/Financial Update.

The Economic Development Officer provided a verbal financial update of the Board expenditures to date and queried the status of the advertising invoices. The Chair advised that all print advertising has been cancelled.

8. Marketing Committee Report.

Elizabeth Buslovich provided a verbal update regarding the Marketing Sub-committee plans. She advised that members of the sub-committee have met to familiarize themselves with previous Main Street events. She advised that she will be contacting vendors in the next two weeks seeking interest in selling wares at the Canada Day celebrations.

9. Officers Liability Insurance Renewal.

The Economic Development Officer provided a verbal update regarding the liability renewal insurance quotation received by the Town's Claims & Risk Analyst for the Main Street District Business Improvement Area Board of Management members.

Moved by: Jackie Playter
Seconded by Anne Martin

THAT the invoice in the amount of \$972.00 for renewal liability insurance for the Main Street District Business Improvement Area Board of Management members be paid.

Carried

New Business

- a) The Economic Development Officer provided a verbal update regarding a recent film permit application for a SUBWAY commercial on Main Street between Park Avenue and Water Street on May 1, 2015.

Moved by: Jackie Playter
Seconded by: Siegfried Wall

THAT the film permit application for the SUBWAY commercial on May 1, 2015 be approved;

AND THAT the Main Street District Business Improvement Area Board of Management requests a contribution of \$1,000.

Carried

Discussion ensued regarding persistent parking issues and owners/tenants utilizing the available parking. The Chair advised that parking matters on Main Street have been has been deliberated for many years and the desire for a resolve is shared by all.

Adjournment

Moved by: Carmina Pereira
Seconded by: Elizabeth Buslovich

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:36 p.m.

Date

Glenn Wilson, Chair

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

June 16/2015

Glenn Wilson, Chair

Tuesday, June 16, 2015 at 7:30 PM
Community Centre - 200 Doug Duncan Drive
- Hall #2

The meeting of the Main Street District Business Improvement Area was held on Tuesday, June 16, 2015 in Community Centre - 200 Doug Duncan Drive - Hall #2, 395 Mulock Drive, Newmarket.

Members Present: Councillor Sponga (7:45 to 10:06 p.m.)
Glenn Wilson, Chair
Elizabeth Buslovich
Anne Martin
Olga Paiva
Carmina Pereira
Jackie Playter
Rory Rodrigo
Siegfried Wall

Staff Present: Chris Kallio, Economic Development Officer
Chrisanne Finnerty, Council/Committee Coordinator

Guests: Mr. David Robinson, Newmarket Jazz Festival
Ms. Sher St. Kitts, Newmarket Jazz Festival
Elizabeth Hempen

The meeting was called to order at 7:36 p.m.

Glenn Wilson in the Chair.

Additions and Corrections to the Agenda

None.

Declarations of Pecuniary Interest

None.

Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of May 19, 2015.

Moved by: Jackie Playter

Seconded by: Olga Paiva

THAT the Main Street District Business Improvement Area Board of Management Minutes of May 19, 2015 be approved.

Carried

2. Receipt of Marketing Sub-committee Meeting Minutes.

Discussion ensued regarding the advertising expense associated with the Canada Day advertisement and justification for the expenditure.

Moved by: Jackie Playter

Seconded by: Rory Rodrigo

THAT the Marketing Sub-committee Meeting Minutes of June 10, 2015 be received.

Carried

3. Item 1 of the Marketing Sub-committee Meeting Minutes being Canada Day Advertising.

Moved by: Olga Paiva

Seconded by: Elizabeth Buslovich

THAT the BIA Board of Management approve an expense of \$2,904.10 for Canada Day advertising in the Era.

Carried

Presentation

3. Mr. David Robinson, Director and Ms. Sher St. Kitts, General Manager, Newmarket Jazz Festival addressed the Committee with a verbal presentation regarding the Newmarket Jazz Festival. Mr. Robinson summarized ticket prices and early bird incentives, advertising methods, partnership opportunities and performers. Ms. St. Kitts requested the Board's support to increase attendance on Friday evening and advised that this year's event will have a 'Chill Lounge' catered to the teen age group each night and a kids area during the day. She further advised of advertising and sponsorship opportunities for the BIA. Discussion ensued regarding the main gate location, opportunities for the BIA to promote Main Street, including art installations and vendors. Discussion of alternative treatments for Main Street during the festival was referred to the Marketing Subcommittee.

Moved by: Siegfried Wall
Seconded by: Carmina Pereira

THAT the presentation by Mr. David Robinson, Director and Ms. Sher St. Kitts, General Manager, Newmarket Jazz Festival be received.

Carried

Financial Report

4. Verbal Financial Update Report.

The Economic Development Officer provided a verbal financial update and advised that the current account balance is approximately \$21,640.00, which is not inclusive to Canada Day advertising expenses.

Moved by: Rory Rodrigo
Seconded by: Elizabeth Buslovich

THAT the verbal financial update by the Economic Development Officer be received.

Carried

Items

5. Canada Day Festivities Update.

Elizabeth Buslovich provided a verbal update regarding the Canada Day festivities, including plans for the kids zone, music, and stage tents. Discussion ensued regarding street closures, paid duty Police Officers and police presence at the event, including regular street patrols and the BIA food drive at the festival.

Moved by: Elizabeth Buslovich

Seconded by: Olga Paiva

THAT the verbal update regarding Canada Day festivities be received.

Carried

6. Car Show Event - June 27, 2015 Update.

Olga Paiva provided a verbal update regarding the Car Show Event. Discussion ensued regarding the feasibility of advertising on the electronic sign at Riverwalk Commons.

New Business

- a) The Chair introduced Ms. Elizabeth Hempen and advised that she has some concerns related to noise from Main Street businesses, particularly the bars. Discussion ensued regarding complaint filing and enforcement mechanisms.
- b) Ms. Elizabeth Hempen advised that the Newmarket Public Library parking lot has been incorrectly identified as Market Square. Councillor Sponga advised that there may be an opportunity to rename a parking lot in honour of a local resident should there be support for such an initiative.
- c) Councillor Sponga advised that the Newmarket Downtown Parking Task Force met to discuss wayfinding signage. Funds have been allocated to the project, however it is currently on hold pending discussion by the BIA Board on the matter. The Newmarket Downtown Parking Task Force will be meeting again on June 24, 2015 to discuss the matter. Discussion ensued regarding wayfinding signage, parking limitations on Main Street, dissolution of the Newmarket Downtown Parking Task Force and options for reviewing the signage options. It was determined that a Special BIA meeting would be held in order to review the Wayfinding Signage Report in advance of the next Newmarket Downtown Parking Task Force meeting.

- d) Councillor Sponga provided a verbal update regarding the proposed Clocktower development. Discussion ensued regarding parking allocations, business rentals and the condition of the site.

Closed Session

The Chair advised that there was no requirement for a Closed Session.

Adjournment

Moved by: Rory Rodrigo
Seconded by: Councillor Sponga

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 10:06 p.m.

Date

Glenn Wilson, Chair

Tuesday, June 23, 2015 at 7:30 PM
Canada T - 255 Main Street South

The meeting of the Main Street District Business Improvement Area was held on Tuesday, June 23, 2015 at Canada T - 255 Main Street South, Newmarket.

Members Present: Councillor Sponga
Glenn Wilson, Chair
Elizabeth Buslovich
Anne Martin
Olga Paiva
Carmina Pereira
Jackie Playter
Rory Rodrigo (7:47 to 9:35 p.m.)
Siegfried Wall

Staff Present: Chrisanne Finnerty, Council/Committee Coordinator

The meeting was called to order at 7:47 p.m.

Glenn Wilson in the Chair.

Additions & Corrections to the Agenda

The Chair advised that Item 2 – Discussion regarding renaming the parking lot at Old Town Hall was no longer required.

Declarations of Pecuniary Interest

None.

Items

1. Review of Downtown Newmarket Parking Wayfinding Initial Assessment Report and selection of preferred option.

Discussion ensued regarding the options presented in the Downtown Newmarket Parking Wayfinding Initial Assessment report, cost associated with the real-time parking systems, signage options, future parking considerations in the downtown area, parking concerns, budget and overall cost for the signage implementation, advertising mechanisms, parking time limit enforcement mechanisms, and consideration of locations of signs in advance of decision points.

Moved by: Carmina Pereira
Seconded by: Rory Rodrigo

THAT the Main Street District Business Improvement Area Board of Management support the parking wayfinding initiative;

AND THAT the Main Street District Business Improvement Area Board of Management request a meeting with Engineering staff in order to develop a parking wayfinding strategy.

Carried

Adjournment

Moved by: Councillor Sponga
Seconded by: Elizabeth Buslovich

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:56 p.m.

Date

Glenn Wilson, Chair