



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, February 3, 2021
Time: 8:30 AM
Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Councillor Kwapis
Councillor Twinney
Rob Clark
Debbie Hill (8:31 AM - 10:01 AM)
Jennifer McLachlan
Omar Saer (8:35 AM - 10:21 AM)
Ken Sparks

Members Absent: Tom Hempen, Chair
Allan Cockburn, Vice Chair
Mark Iacovetta

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

The meeting was called to order at 8:31 AM.
Councillor Kwapis in the Chair.

1. Notice

Councillor Kwapis advised that all Town facilities were closed to the public, and that members of the public were encouraged to attend an electronic Advisory Committee or Board Meeting by joining through the ZOOM information provided with the agenda.

2. Additions and Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Presentations & Recognitions

None.

5. Deputations

5.1 2021 Newmarket Chamber Community Magazine & Directory Advertising Opportunities

Note: This item was further discussed under sub-item 8.1. See sub-item 8.1 for motion.

Jennifer Buchanan, Manager, Member Services & Engagement of Newmarket Chamber of Commerce was in attendance to provide a deputation to the Main Street Business Improvement Area Board of Management regarding an advertising opportunity in the 2021 Special Edition Magazine and Business Directory. She reviewed previous versions and outlined the potential benefits to the BIA.

The Board Members queried the deputant regarding the cost of these advertising opportunities, possibility for a partnership, and potential benefits to the individual businesses on Main Street. They advised that a decision would be made by the end of the meeting, following a discussion regarding the current grant opportunities.

Jennifer Buchanan advised that the Newmarket Chamber of Commerce was willing to offer the BIA 3 pages for \$2500, or the early bird pricing rate of \$950 per page.

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of January 6, 2021

Moved by: Councillor Twinney

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of January 6, 2021 be approved.

Carried

6.2 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of January 12, 2021

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Special Meeting Minutes of January 12, 2021 be approved.

Carried

7. Items

7.1 Digital Main Street Grant Contract Update

Rob Clark provided an update on behalf of the website sub-committee regarding the Digital Main Street (DMS) Grant Contract, he provided an overview of the gift card program and how the funding available was tied to the percentage of gift cards sold. He further advised that the contract previously entered with snapd regarding an e-commerce website to purchase gift cards would be terminated, and a new contract would be signed to incorporate the project into the DMS grant.

The Board discussed hiring snapd at a rate of \$500 a month to proactively manage their website for 12 months, totaling an expense of \$6000.

The Board also discussed building a new website for the BIA and the opportunity to hire Darryl Erentzen at a cost of up to \$10,000. They advised that this would not be included in the DMS grant, but it would allow for more flexibility in timelines to develop a new website and additional collaboration opportunities.

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management approve a new scope of work with the Toronto Association of Business Improvement Areas (TABIA) for up to \$10,000 through the Digital Main Street Grant, which will include an online gift

card program, implementation, and ongoing promotion and maintenance provided by snapd.

Carried

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management approve a contract with snapd for proactive online content management in the amount of \$500 a month, for 12 months, totaling \$6000.

Carried

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management approve a contract with Darryl Erentzen for up to \$10,000 to build a new website which allows for additional collaboration and flexible timelines.

Carried

7.2 Festivals and Events Ontario Virtual Conference

Jennifer McLachlan advised the Board that she would like to attend the Festivals and Events Ontario Virtual Conference from February 22 - 24, 2021, on behalf of the BIA. She advised that she would provide a fulsome update from the conference at the March meeting.

Moved by: Councillor Twinney

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve the \$99 registration fee for one member to attend the 2021 virtual Festivals and Events Ontario Virtual Conference.

7.3 Sub-Committee Reports

- **Street Events**Jennifer McLachlan advised that she was continuing to work on a pub crawl event and would provide an update on the three current options at the next meeting.
- **Advertising**Rob Clark provided an overview of the metrics from the holiday gift card campaign video, and he advised that he would share the detailed information with the Board for review.

7.4 Garbage Update

Debbie Hill advised the Board of issues with the inground garbage containers on Main Street, and Staff advised that they would follow up after the meeting. The Board further discussed potential new lock options for the containers and increased surveillance.

7.5 Parking Update

Councillor Kwapis advised that there was no parking update, and that updates would continue to be provided at the appropriate meetings.

7.6 Staff Update

7.6.1 Financial Update

The Business Development Specialist outlined the 2020 year end financial update and provided an overview of the allocated and unallocated funds. She further advised that items allocated in 2020 but not paid out, can be paid using the 2021 budget or reserve funds, if necessary.

7.6.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist advised that there were no updates regarding the Financial Incentive Program and that updates would continue to be provided at the appropriate meetings.

8. New Business

8.1 2021 Newmarket Chamber Community Magazine & Directory Advertising Opportunities

Moved by: Jennifer McLachlan

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management approve up to \$2500 for a partnership opportunity with the Newmarket Chamber of Commerce; and,
2. That Rob Clark and Jennifer McLachlan reach out to the representatives of the Newmarket Chamber of Commerce to develop a plan and report back to the Board at a future meeting.

Carried

9. Closed Session (if required)

Councillor Kwapis advised that there was no requirement for a Closed Session.

9.1 Main Street District Business Improvement Area Board of Management Meeting (Closed Session) Minutes of January 12, 2021

Moved by: Councillor Twinney

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Meeting (Closed Session) Minutes of January 12, 2021 be approved.

Carried

9.2 Digital Main Street Grant Contract

[a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization, as per Section 239(2)(i) of the Municipal Act, 2001.]

10. Adjournment

Moved by: Omar Saer

Seconded by: Jennifer McLachlan

1. That the meeting be adjourned at 10:21 AM.

Carried

Tom Hempen, Chair

Date