



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, December 16, 2020
Time: 8:30 AM
Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Tom Hempen, Chair
Councillor Kwapis
Councillor Twinney
Rob Clark
Debbie Hill (8:38 AM - 9:31 AM)
Jennifer McLachlan

Members Absent: Allan Cockburn, Vice Chair
Mark Iacovetta
Omar Saer
Ken Sparks

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

The meeting was called to order at 8:38 AM.
Tom Hempen in the Chair.
Quorum was lost at 9:31 AM.

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

None.

3. Presentations & Recognitions

None.

4. Deputations

None.

5. Approval of Minutes

5.1 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of November 4, 2020

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management Special Meeting Minutes of November 4, 2020 be approved.

Carried

5.2 Main Street District Business Improvement Area Board of Management Special Meeting Minutes of November 11, 2020

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management Special Meeting Minutes of November 11, 2020 be approved.

Carried

5.3 Main Street District Business Improvement Area Board of Management Meeting Minutes of November 18, 2020

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of November 18, 2020 be approved.

6. Items

6.1 Strategic Priority Update

The Board Members provided updates on various items identified within the strategic plan, including the opportunity to partnership with snapd for a Shop Local campaign, and the potential of offering gift card purchases on their website. They also provided an update on the decorations for Main Street businesses and advised that Councillor Kwapis and Councillor Twinney delivered the decorations purchased from Blooming Wellies.

Tom Hempen advised that the Business to Business Discount Program would continue to be explored post-lockdown because it is difficult when businesses are closed and only able to offer curbside pick up and delivery.

Tom Hempen further advised that the Digital Main Street grant application had been approved and the contract was being reviewed by the Town prior to signing. Once a signed contract has been received, the new website work will begin. Rob Clerk, Jennifer McLachlan, and Councillor Kwapis agreed to meet with the individual who submitted the BIA's application and review their scope for the website.

6.2 Garbage Update

Councillor Kwapis advised that the previous issue with GFL access to some of the garbage bins has been resolved and that Town Staff will periodically monitor the area to ensure that debris is not blocking their access.

The Members discussed a banner affixed to a fence behind Ground Burger Bar, Councillor Kwapis advised that he would discuss options with the owners and determine if it was on Town property.

6.3 Parking Update

Councillor Kwapis advised that there was no update regarding parking on Main Street and that there is currently enough parking available. He further advised that the 30 minute parking limit is being enforced and asked business owners to contact the Town if there are any concerns with the use of the 30 minute parking restriction.

Councillor Kwapis provided an overview of the Off-Street Parking Program that was approved by Council at their meeting on December 14, 2020 which allows residents obtain a permit to park overnight in designated Town-owned lots.

The Members expressed their thanks to Town of Newmarket Parking Enforcement for their continual monitoring of parking on Main Street.

6.4 Staff Update

6.4.1 Financial Update

The Business Development Specialist advised that there were no financial updates regarding the Main Street District Business Improvement Area. She further advised that the funds remaining at the end of the year would be placed in the reserve and any outstanding invoices received in 2021, will be paid using funds from the 2021 budget. If additional funds are required throughout the year, the BIA has the ability to draw from their reserves as needed.

6.4.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist advised that a couple of new applications had been received and were in the process of being approved. She asked the businesses to continue to spread the word regarding the Financial Incentive Program to ensure that all businesses take advantage of the funding, if applicable.

The Members thanked the Town for this program and the success that it has had thus far. They queried Staff regarding the possibility of developing quick information snapshots that can distributed to businesses which includes the process and what is covered by the funding.

6.5 Draft 2021 Meeting Schedule

Moved by: Councillor Kwapis

Seconded by: Councillor Twinney

1. That the 2021 meeting scheduled be approved.

Carried

7. New Business

7.1 Commercial Rooftop Patios

Councillor Kwapis advised that a Public Meeting regarding Commercial Rooftop Patios was held on December 14, 2020 and Staff were preparing a report for Council in Q1 2021. He further advised that this would be a fast tracked process to have the option in place for all businesses during the 2021 Spring and Summer seasons.

7.2 Support Local

The Members brainstormed options to support local during these times including Main Street gift cards, pub crawl experience post-lockdown, and outdoor markets or vendors.

7.3 Virtual Christmas Tree Lighting

Jennifer McLachlan queried the Board regarding the opportunity to compensate the videographers who produced the Virtual Christmas Tree Lighting for the BIA.

Quorum was lost at 9:31 AM.

The meeting adjourned at 9:31 AM.

Tom Hempen, Chair

Date