



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

Date: Tuesday, January 12, 2021
Time: 8:00 AM
Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Councillor Kwapis, Chair
Councillor Twinney
Rob Clark
Debbie Hill
Jennifer McLachlan
Ken Sparks

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

Staff Present: P. Voorn, Associate Solicitor
E. Hawkins, Business Development Specialist
J. Grossi, Legislative Coordinator

The meeting was called to order at 8:12 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. Deputations

None.

5. Items

5.1 Digital Main Street Grant Contract

The Members of the Main Street District Business Improvement Area Board of Management discussed opinions expressed from additional members who were unable to attend the meeting, which included the possibility of signing the contract and using the funds to update the current website. The members discussed the approved scope and possible revisions that could be proposed to allow the grant funding to be more flexible and convenient for the intended project.

The Business Development Specialist and the Associate Solicitor advised the Board that any proposed changes must be approved by the Toronto Association of Business Improvement Areas (TABIA) before signing the contract because the currently approved scope does not capture anything outside of the project. The Associate Solicitor further advised that a separate contact with the vendor was required before work started on the approved scope projects.

The Board further discussed options for ecommerce websites, gift card programs, content marketing and project timelines, all which were to be further discussed between the Chair and a TABIA representative prior to signing the contract.

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management (the Board) delegate authority to the Chair, or their designate, to sign the contract between the Board and the Toronto

Association of Business Improvement Areas (TABIA) regarding the Digital Main Street Grant, after clarification of the following: That the approved scope allows for the inclusion of an e-commerce gift card program in phase two; and, That the flexibility of the approved scope is confirmed to include additional content marketing in phase two; and,

- a. That the approved scope allows for the inclusion of an e-commerce gift card program in phase two; and,
 - b. That the flexibility of the approved scope is confirmed to include additional content marketing in phase two; and,
2. That, if it is deemed that the scope does not permit the above, the Chair, or their designate, has authority to negotiate on behalf of the Board.; and,
 3. That the Chair, or their designate, be authorized to do all things necessary to execute the grant.

Carried

6. Closed Session

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

6.1 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.]

7. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the meeting be adjourned at 8:42 AM.

Carried

Tom Hempen, Chair

Date