



# **Town of Newmarket**

## **Minutes**

### **Main Street District Business Improvement Area Board of Management**

Date: Friday, May 7, 2021  
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  
Rob Clark  
Debbie Hill (8:32 AM - 9:44 AM)  
Mark Iacovetta (8:32 AM - 9:36 AM)  
Jennifer McLachlan  
Ken Sparks

Members Absent: Omar Saer

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

The meeting was called to order at 8:32 AM.  
Tom Hempen in the Chair.

#### **1. Notice**

Tom Hempen 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**

None.

**6. Approval of Minutes**

**6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of April 7, 2021**

Moved by: Ken Sparks

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of April 7, 2021 be approved.

**Carried**

**7. Items**

**7.1 Website Update**

Rob Clark presented a draft outline of the new BIA website layout and reviewed each page type available. He asked for feedback on the draft document and advised that updates would be presented when available. He further reviewed the draft survey questions and asked for feedback from the Members.

**7.2 Sub-Committee Reports**

Street Events

- Tom Hempen advised that the Town would provide an update when appropriate as to when events would resume as the pandemic restrictions changed. He also advised that the Newmarket Farmer's Market returned to Riverwalk Commons on Saturday, May 1, 2021.

## Advertising

- Rob Clark provided an update on the snapd partnership and reviewed the goals, targeted personas, measurables, and impact. He further outlined the proposed three phase approach, and asked for Members to provide feedback.

Moved by: Rob Clark

Seconded by: Councillor Kwapis

1. That both the COVID-19 Marketing & Advertising, and the Strategic Priority sub-committees be dissolved.

**Carried**

Moved by: Rob Clark

Seconded by: Councillor Twinney

1. That the Main Street District Business Improvement Area Board of Management approve a budget of up to \$100 a month for a mailchimp account.

**Carried**

## 7.3 Garbage Update

Councillor Kwapis advised that there were no updates at this time.

## 7.4 Parking Update

Councillor Kwapis advised that the Town On-Street Parking Program was continuing to be offered, and that residents were able to apply for and obtain a temporary parking exemption permit through the Town's online parking portal by providing their vehicle information. Residents would be permitted to park in one of four designated parking lots.

## 7.5 Staff Update

### 7.5.1 Financial Update

The Business Development Specialist provided an overview of the budget to date including allocated and unallocated funds.

Moved by: Ken Sparks

Seconded by: Allan Cockburn

1. That the Main Street District Business Improvement Area Board of Management approve the payment of the Errors and Omissions insurance in the amount of \$1020.60.

**Carried**

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

The Business Development Specialist advised that there were newly interested parties but no applications have been approved at this time.

### **8. New Business**

#### **8.1 214 - 218 Main Street**

Councillor Kwapis advised that a Heritage Permit had been approved by the Town to allow the owner of 214 - 218 Main Street the ability to erect a terrace on the front of the building, with access through an existing door. The Members discussed business owner concerns, the Heritage Permit consultation process, and enforcement on Main Street.

##### **8.1.1 Pub Crawl Update**

Jennifer McLachlan provided an update on the Pub Crawl Experience including ticket sales, social media activity, and the marketing campaign.

### **9. Closed Session**

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

### **10. Adjournment**

Moved by: Councillor Kwapis

Seconded by: Rob Clark

1. That the meeting be adjourned at 10:08 AM.

**Carried**

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Tom Hempen, Chair

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Date