

Tuesday, August 18, 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, August 18, 2015 in Community Centre - 200 Doug Duncan Drive - Hall #2, 395 Mulock Drive, Newmarket.

Members Present: Glenn Wilson, Chair
Anne Martin
Carmina Pereira (7:37 to 9:46 p.m.)
Jackie Playter
Rory Rodrigo
Siegfried Wall (7:52 to 9:46 p.m.)

Absent: Elizabeth Buslovich
Councillor Sponga

Staff Present: C. Kallio, Economic Development Officer
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:35 p.m.

Glenn Wilson in the Chair.

Additions and Corrections to the Agenda

The Economic Development Officer advised that he would like to include the item of Art Banners on Main Street to the agenda.

R. Rodrigo advised that he would like to include discussion regarding the Newmarket Stage Company's recent request for funding assistance to the agenda.

Declarations of Pecuniary Interest

O. Paiva declared a conflict of interest in Item 4 of the agenda being P1 Parking Discussion. She advised she would take no part in the discussion or voting of this matter.

Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Meeting Minutes of July 21, 2015.

Moved by: Jackie Playter

Seconded by: Rory Rodrigo

THAT the Main Street District Business Improvement Area Board of Management Minutes of July 21, 2015 be approved.

Carried

2. Receipt of Marketing Sub-committee Meeting Minutes

The Chair advised that the Marketing Sub-Committee has not met during the summer months; hence there are no minutes to receive at this meeting.

Financial Report

3. Financial Update - Economic Development Officer

The Economic Development Officer distributed copies of an Excel spreadsheet document with budget figures listed and provided a verbal update of the account balance. Discussion ensued regarding payment of newspaper advertising and a revenue source of associate membership fees.

Moved by: Rory Rodrigo

Seconded by: Olga Paiva

THAT associate membership in the Main Street District Business Improvement Area be set at a \$500 annual fee; with the stipulation that said fee excludes voting privileges and must be paid in full before engagement in any benefits accompanying participation as an 'associate member'.

Carried

Moved by: Rory Rodrigo
Seconded by: Carmina Pereira

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

Carried

Items

4. P1 Parking

The Economic Development Officer provided a verbal status update regarding the issue of the locked gate in the parking lot known as P1. He advised of recent meetings with Town administrators in an attempt to resolve the dilemma of unusable parking stalls when the gate is shut and locked. He further informed those present that a detailed report with staff recommendations will be considered at the Committee of the Whole meeting scheduled for August 31, 2015.

Discussion ensued regarding access to the parking lot known as P1, the Town requirements associated with utility maintenance and special event accommodation.

5. Community Centre Lands Development Committee Update

The Economic Development Officer advised that the Committee has not yet met and he will be the staff liaison who will be providing future updates.

6. Art Banners on Main Street

The Economic Development Officer provided a verbal update regarding the Newmarket Group of Artists upcoming fall tour and requested endorsement in promotion of the studio tour by support of art banner placement on Main Street.

The Chair, on behalf of the Business Improvement Area Board of Management acknowledged with gratitude the Newmarket Group of Artists who wished to promote their studio tour on Main Street.

7. Newmarket Stage Company

R. Rodrigo requested some resolution to the Newmarket Stage Company's request for financial assistance from the Main Street District Business Improvement Area Board of Management in order to kick-off their theatre productions.

Discussion ensued regarding fundraising efforts to date, co-operation of merchants in promotion of their events, possible pledges and the BIA's challenges associated with financial commitments. The Chair suggested that the Stage Company provide a written proposal of funding needs and line item details. The Chair suggested that this matter be deferred to the the Marketing Sub-committee and reported back to the September meeting of the BIA membership.

New Business

- a) O. Paiva advised that the next scheduled meeting of the Main Street District Business Improvement Area Board of Management will be held at the Canada T location at 255 Main Street South.
- b) The Chair distributed copies of a draft letter prepared by Mr. Ranji Singh requesting endorsement of a one-time Caribbean and South Asian Showcase parade in the summer of 2016. Discussion ensued regarding possible closure of Main Street to vehicular traffic on Saturdays during the summer months. A suggestion was made to call a general meeting to obtain feedback from merchants regarding potential Saturday road closures.

Moved by: Olga Paiva
Seconded by: Anne Martin

THAT the draft letter from Mr. Ranji Singh requesting endorsement of a one-time Caribbean and South Asian Showcase parade in the summer of 2016 be received;

AND THAT the one-time parade concept be endorsed in principle by the Main Street District Business Improvement Area Board of Management pending Mr. Singh obtaining all relevant location approvals.

Carried

- c) S. Wall requested that the Town of Newmarket consider viewpoints of the Main Street District Business Improvement Area Board of Management with respect to parking concerns and allow involvement and contributions in downtown parking discussions on a go forward basis.

Adjournment

Moved by: Carmina Pereira
Seconded by: Olga Paiva

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:46 p.m.

Sept. 15, 2015
Date


Glen Wilson, Chair

Tuesday, September 15, 2015 at 7:30 PM
262 Main Street South

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, September 15, 2015 at the Fresh Tea House located at 262 Main Street South.

Members Present: Glenn Wilson, Chair
Elizabeth Buslovich
Anne Martin (7:45 to 8:29 p.m.)
Carmina Pereira
Olga Paiva
Jackie Playter (7:38 to 8:29 p.m.)
Rory Rodrigo
Siegfried Wall (7:49 to 8:29 p.m.)

Absent: Councillor Sponga

Staff Present: C. Kallio, Economic Development Officer
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:40 p.m.

G. Wilson in the Chair.

Additions and Corrections to the Agenda

None.

Declarations of Pecuniary Interest

Olga Paiva advised that she is unsure if she has a pecuniary interest in the matter, as a cautionary measure advised she would not participate in the discussion or voting of Item 4 being P1 Parking Review.

Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of August 18, 2015.

Moved by: Carmina Pereira
Seconded by: Rory Rodrigo

THAT the Main Street District Business Improvement Area Board of Management Minutes of August 18, 2015 be approved.

Carried

2. Report from Marketing Sub-committee.

The Chair advised that the Marketing Sub-committee has not met recently so there is nothing to report at this time.

Financial Report

3. Financial Update – Economic Development Officer

The Economic Development Officer distributed copies of a spreadsheet document and advised of the account balance to date. He informed the members that the substantial balance is a result of no longer utilizing print advertising in the Era.

Moved by: Jackie Playter
Seconded by: Elizabeth Buslovich

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

Carried

Items

4. P1 Parking Review.

The Chair provided a verbal update regarding details of his deputations to Council with respect to the parking issues in the lot known as P1. The Economic Development Officer provided an update regarding establishment of where the private and public sector parking boundaries exist. Discussion ensued regarding the feasibility of towing vehicles within the locked gate lot during the restricted periods.

Moved by: Elizabeth Buslovich
Seconded by: Rory Rodrigo

THAT the verbal parking review update by the Chair and the Economic Development Officer be received.

Carried

5. Lower Main Street South Heritage Advisory Group Report.

The Chair provided a verbal update regarding the August 28th meeting of the Lower Main Street South Heritage Advisory Group where the heritage restoration of the property known as 205 Main Street South was discussed.

Moved by: Jackie Playter

Seconded by: Elizabeth Buslovich

THAT the verbal update regarding the Lower Main Street South Heritage Advisory Group meeting be received.

Carried

6. Community Centre Lands Development Committee Report.

The Economic Development Officer advised that a meeting of the Community Centre Lands Development Committee will take place near the end of September or beginning of October, 2015.

7. **New Business**

- a) Discussion ensued regarding the Old Town Hall, the delay in the scheduled re-opening and the recent Newmarket Stage Company's request for funding assistance in order to secure their first performance.

Moved by: Jackie Playter

Seconded by: Siegfried Wall

THAT the Main Street District Business Improvement Area Board of Management provide funding in the amount of \$2500 in sponsorship to the Newmarket Stage Company in exchange for acknowledgement of the Main Street District Business Improvement Area in their printed materials and/or other media in their intended theatrical production at the refurbished Old Town Hall, subject to confirmation of a planned performance and definite dates.

Carried

Jackie Playter queried if the Candle Light Parade in early November would be held again this year and requested clearance to reserve the band for the event.

- b) Discussion ensued regarding the feasibility of a soap box derby event in October, 2015 with umbrella insurance coverage by the Town of Newmarket. Jackie Playter advised that she would contact the Town's Risk Analyst regarding insurance requirements.
- c) Siegfried Wall queried the Economic Development Officer about the status of the six spaces on Timothy Street behind the Old Town Hall. The Economic Development Officer advised that those six spaces will be part of the public parking component. Discussion ensued regarding identification of parking lots, wayfinding signage and lot names versus lot numbers.

Moved by: Jackie Playter

Seconded by: Elizabeth Buslovich

The Main Street District Business Improvement Area Board of Management recommends to Council:

THAT the Town of Newmarket investigate the feasibility of resident/tenant permit parking for the Main Street area;

AND THAT the Main Street District Business Improvement Area Board of Management be consulted in the process of the analysis.

Carried

Adjournment

Moved by: Jackie Playter

Seconded by: Carmina Pereira

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 8:29 p.m.

Date

Glenn Wilson, Chair