



# **Town of Newmarket**

## **Minutes**

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

Date: Wednesday, September 1, 2021  
Time: 8:30 AM  
Location: Electronic VIA ZOOM  
See How to Login Guide

Members Present: Tom Hempen, Chair  
Councillor Kwapis  
Councillor Twinney  
Rob Clark (8:31 AM - 10:32 AM)  
Debbie Hill  
Jennifer McLachlan  
Omar Saer (8:31 AM - 10:14 AM)  
Ken Sparks

Members Absent: 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.  
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**

- Rob Clark declared a conflict with item 7.3: Sub-Committee Reports regarding the Website Sub-Committee, as his business was being discussed to take over the contract and complete the BIA website due to the unfulfilled commitment of the existing designer/developer.

**4. Presentations & Recognitions**

None.

**5. Deputations**

**5.1 Zombie Walk on Main St. In October to Promote Shop Local**

Jason Colterman, St. John Ambulance, provided the Main Street District Business Improvement Area Board of Management with a deputation regarding the Zombie Walk event in October 2021. He advised that the Town of Newmarket and the Newmarket Chamber of Commerce had been engaged with the event planning to date, and that the event was going to be held downtown in either Riverwalk Commons or Fairy Lake Park. He asked for feedback and comments from the Members regarding events in the downtown area.

Members provided feedback to Jason regarding potential dates, street closures, event locations, and partnership with the Shop Local campaign. They further discussed public health measures, general membership feedback, and advertising.

Moved by: Councillor Kwapis

Seconded by: Ken Sparks

1. That the deputation provided by Jason Coltermman and Lynn McLarnon, St. John Ambulance, regarding a Zombie Walk on Main St. In October to Promote Shop Local be received.

**Carried**

Moved by: Councillor Kwapis

Seconded by: Debbie Hill

1. That the Main Street District Business Improvement Area Board of Management support the Zombie Walk event occurring on Sunday, October 31, 2021 from 12:00 PM to 5:00 PM, in accordance with all public health measures.

**Carried**

## **6. Approval of Minutes**

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

Moved by: Councillor Twinney

Seconded by: Ken Sparks

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

**Carried**

## **7. Items**

### **7.1 30 Minute Parking on Main Street**

This item was not discussed.

### **7.2 2022 BIA Conference - Call for Speakers/Workshops**

The Legislative Coordinator provided an overview of the correspondence attached regarding the 2022 Ontario Business Improvement Area Association (OBIAA) conference. Jennifer McLachlan advised that she was interested in putting together a proposal by the October 1, 2021 deadline.

### **7.3 Sub-Committee Reports**

#### **Street Events**

- Tom Hempen advised that there were no updates at this time.

#### **Advertising**

- Rob Clark provided an overview of the July report from snapd/neighbor regarding engagement and activity. The Board discussed processes for sharing businesses content on the BIA social media pages, partnership with the Newmarket Public Library, and inclusion of new businesses on Main Street. They further discussed the future of BIA strategic planning.

### **Website**

- Rob Clark advised that Darryl Erentzen is no longer interested in executing the website design service contract. Tom Hempen advised that RC Design was willing to take over the current contract and complete the approved scope with the remaining funds, and that additional budget may be needed to complete the writing component which was not included in the original contract.

Moved by: Rob Clark

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management reengage with Rob Dale of Rhapsody Strategies for future strategic planning with the remaining \$5,000 of the original budget.

**Carried**

Moved by: Councillor Kwapis

Seconded by: Omar Saer

1. That the Main Street District Business Improvement Area Board of Management seek release from the current contract with Darryl Erentzen regarding website design services; and,
2. That the Main Street District Business Improvement Area Board of Management award a contract to RC Design to complete the outstanding website design work within the previously approved budget.

**Carried**

Rob Clark took no part in the discussion or vote on the foregoing matter due to a declared conflict.

#### **7.4 Parking Update**

Councillor Kwapis advised that the signs regarding 2 hour parking had been erected on D'Arcy Street, and provided an update on electric vehicle parking downtown.

#### **7.5 Staff Update**

##### **7.5.1 Financial Update**

The Business Development Specialist provided an update on the 2021 budget including allocated and unallocated funds, and new grant information.

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

The Business Development Specialist advised that there were no new applications at this time.

### **8. New Business**

#### **8.1 One Act Play Festival**

Jennifer McLachlan advised that the One Act Play Festival was looking for donations for the 2021 event.

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management provide sponsorship to the 2021 One Act Play Festival in the amount of \$500.

**Carried**

#### **8.2 In-ground Garbage Containers**

Debbie Hill advised that the lock on the container had been broken again, and that proper disposal education was required as some businesses were disposing of materials incorrectly. Staff requested that all issues be submitted to Customer Service for efficient follow up.

### **8.3 Making Main Street Accessible**

Tom Hempen advised that he visited all Main Street businesses in August with Steve Foglia, Chair of the Accessibility Advisory Committee, to promote the Making Main Street Accessible initiative.

### **9. Closed Session (if required)**

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

### **10. Adjournment**

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the meeting be adjourned at 10:42 AM.

**Carried**

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Tom Hempen, Chair

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Date