



Town of Newmarket
MINUTES

**MAIN STREET DISTRICT
BUSINESS IMPROVEMENT
AREA BOARD OF
MANAGEMENT**

Tuesday, October 20, 2015 at 7:30 PM
Community Centre - 200 Doug Duncan Drive
- Hall #2

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, October 20, 2015 in the Community Centre and Lions Hall - 200 Doug Duncan Drive - Hall #2.

Members Present: Glenn Wilson, Chair
Elizabeth Buslovich
Anne Martin
Carmina Pereira
Olga Paiva
Jackie Playter

Absent: Rory Rodrigo
Siegfried Wall
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.

G. Wilson in the Chair.

Additions and Corrections to the Agenda

None.

Declarations of Pecuniary Interest

None.

Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Meeting Minutes of September 15, 2015.

Moved by: Anne Martin
Seconded by: Olga Paiva

THAT the Main Street District Business Improvement Area Board of Management Minutes of September 15, 2015 be approved.

Carried

2. Marketing Sub-Committee Report.

The Chair advised that two meetings of the Marketing Sub-Committee have taken place, however minutes of those meetings are not available at this time.

Financial Report Update

3. Financial Update – Economic Development Officer

The Economic Development Officer distributed copies of a budget update and advised of the account balance to date.

Moved by: Carmina Pereira
Seconded by: Elizabeth Buslovich

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

Carried

Discussion ensued regarding resources available to reserve the musical band and purchase candy canes for the Candle Light Parade festivities.

Moved by: Olga Paiva
Seconded by: Anne Martin

THAT the Main Street District Business Improvement Area Board of Management approves \$300.00 for anticipated expenses associated with the Candle Light Parade festivities.

Carried

Items

4. 2016 BIA Budget Proposals

Discussion ensued regarding quotations received for website production. The Chair advised he would discuss the website issue further at the Marketing Subcommittee meeting and would report back at the November, 2015 BIA meeting.

Discussion ensued regarding the feasibility of a wayfinding directory at the corner of Davis Drive/Main Street, the corner of Water Street/Main Street and at the Farmer's Market. A suggestion was made to investigate what methods other Business Improvement Area's utilize in terms of wayfinding directories.

Further discussion ensued regarding various events specific to the upcoming holiday shopping season and the feasibility of horse drawn wagon rides and trinket giveaways.

Moved by: Olga Paiva
Seconded by: Carmina Pereira

THAT the Main Street District Business Improvement Area Board of Management approves \$1500.00 to purchase holiday season advertising on the Jewel 88.5 radio station.

Carried

Moved by: Olga Paiva
Seconded by: Anne Martin

THAT the Main Street District Business Improvement Area Board of Management approves \$300.00 for the purchase of hot chocolate beverages to be served during the Candle Light Parade festivities.

Carried

Moved by: Anne Martin
Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Board of Management approves \$1500.00 for the purchase of print media advertising.

Carried

Moved by: Carmina Pereira
Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Board of Management approves \$150.00 for the purchase of trinket giveaways (glow sticks) for the Candle Light Parade festivities.

Carried

5. Community Centre Lands Development Committee Report

The Chair advised there was no update at this time.

A suggestion was made to have those present provide their opinions related to previous and future marketing efforts.

Anne Martin suggested that at least two Members attend the annual BIA convention each year to gain insight into what other BIA memberships are achieving.

Elizabeth Buslovich suggested that wayfinding directories should be non-specific as businesses change too often to keep an updated list. She suggested that a user friendly website is paramount to keeping people informed of activities and events, however social media maintenance is a time consuming task.

Jackie Playter suggested the events should be marketed in a more vigorous manner and the feasibility of hiring a part-time individual for marketing/graphics/website content should be investigated.

New Business

- a) Anne Martin advised that the Business Improvement Area's Holiday Gathering is scheduled for the first weekend in December and noted that there may be some related expenses associated with the get-together.
- b) Carmina Pereira requested information related to parking space ownership as confirmed at the September 14, 2015 Council meeting.

Adjournment

Moved by: Anne Martin
Seconded by: Elizabeth Buslovich

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:35 p.m.

November 17, 2015
Date


Glenn Wilson, Chair



Town of Newmarket
MINUTES

**MAIN STREET DISTRICT BUSINESS
IMPROVEMENT AREA BOARD OF
MANAGEMENT**

Tuesday, November 17, 2015 at 7:30 PM
Community Centre - 200 Doug Duncan Drive
- Hall #2

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, November 17, 2015 in the Community Centre - 200 Doug Duncan Drive - Hall #2, Newmarket.

Members Present: Glenn Wilson, Chair
Elizabeth Buslovich
Anne Martin
Carmina Pereira
Olga Paiva
Jackie Playter
Rory Rodrigo
Councillor Sponga

Absent: Siegfried Wall

Staff Present: C. Kallio, Economic Development Officer (8:15 to 9:26 p.m.)
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:34 p.m.

G. Wilson in the Chair.

Additions and Corrections to the Agenda

R. Rodrigo advised of an addition to the agenda being determination of the funding assistance request by the Newmarket Stage Company.

Declarations of Pecuniary Interest

None.

Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of October 20, 2015.

Moved by: Jackie Playter
Seconded by: Anne Martin

THAT the Main Street District Business Improvement Area Board of Management Minutes of October 20, 2015 be approved.

Carried

2. Marketing Sub-Committee Report.

The Chair advised there have been no recent Marketing Sub-Committee meetings; hence there is nothing to report at this time.

Items

3. Community Centre Lands Development Committee Report.

Councillor Sponga advised that a meeting of the Community Centre Lands Development Committee has been tentatively scheduled for late November or early December. Discussion ensued regarding a recent social media posting with respect to the property known as the Clock Tower.

Moved by: Olga Paiva
Seconded by: Anne Martin

THAT the verbal status update provided by Councillor Sponga regarding the Community Centre Lands Development Committee be received.

Carried

4. Website Update.

The Chair advised that he has researched a company named 'The Site Dudes' who provide customized website production. He further advised he will contact the website developer located on Main Street to obtain more information with respect to website production in an effort to patronize locally. The Chair stated that he would report back his findings at the next scheduled meeting.

Moved by: Carmina Pereira
Seconded by: Councillor Sponga

THAT the verbal status update provided by the Chair regarding the website be received.

Carried

5. Proposed Budget Review.

The Chair suggested that the Marketing Sub-Committee meet in the very near future to prepare a budget document that could be presented at the Main Street District Business Improvement Area Board of Management Annual General Meeting scheduled for Monday, November 23, 2015.

New Business

6. a) Newmarket Stage Company Funding Assistance.

Rory Rodrigo advised that the Newmarket Stage Company has a play ready for presentation with a confirmed location of the Royal Canadian Legion Hall on Srigley Street with estimated production costs of \$5,600 and an established recital date of February, 2016.

Discussion ensued regarding the Stage Company's inaugural play and the funding assistance being conducive to the performance being at the refurbished Old Town Hall with its' close proximity to Main Street, however as the Old Town Hall re-construction is not yet complete, it leaves the Stage Company players in a quandary.

Moved by: Jackie Playter
Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Board of Management sponsor the Newmarket Stage Company for \$2500 for a play performance at the Royal Canadian Legion Hall on Srigley Street in February, 2016.

Carried

b) Candle Light Parade.

Jackie Playter advised that she has engaged the Citizen's Band, confirmed usage of the sound system and the outdoor electricity outlet for tree lighting and purchased candy canes for the Candle Light Parade scheduled for Friday, November 20, 2015. Elizabeth Buslovich advised that a 'Snow Queen' character has been retained for \$250 for a two hour period, 200 glow sticks have been purchased and non-perishable food items will be collected during the parade. The Chair advised he has printed vouchers for hot chocolate redemption at participating restaurants.

c) Anne Martin advised that the Main Street Merchants Christmas gathering will be held at the Maid's Cottage, ticket prices \$35.00 each with a cash bar. Discussion ensued regarding offering complimentary invitations to Members of Council.

Councillor Sponga left the meeting at 8:29 p.m.

Moved by: Olga Paiva
Seconded by: Anne Martin

THAT the Main Street Merchants Christmas gathering offer complimentary tickets to Members of Council.

Motion Lost

d) The Economic Development Officer advised that he would be submitting a report to Council for consideration of expansion of the outdoor patio pilot project.

Councillor Sponga returned to the meeting at 8:36 p.m.

Moved by: Jackie Playter
Seconded by: Rory Rodrigo

THAT the Main Street District Business Improvement Area Board of Management support the expansion of the outdoor patio project on Main Street conditional on any issues associated with parking, hours of operation and fees being vetted through the Main Street District Business Improvement Area Board of Management and the general membership at a future meeting.

Carried

Financial Report Update

7. Verbal Update/Account Balance.

The Economic Development Officer advised that the bank balance as at October 31, 2015 is \$19,295.00.

Adjournment

Moved by: Jackie Playter
Seconded by: Olga Paiva

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:26 p.m.

Dec. 15, 2015

Date


G. Wilson, Chair