



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

Date: Thursday, November 19, 2020
Time: 6:00 PM
Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Tom Hemen, Chair
Allan Cockburn, Vice Chair
Councillor Kwapis
Councillor Twinney
Debbie Hill (6:02 PM - 6:30 PM)
Mark Iacovetta (6:02 PM - 6:42 PM)
Jennifer McLachlan
Ken Sparks

Members Absent: Rob Clark
Omar Saer

Staff Present: C. Kallio, Economic Development Officer
E. Bryan, Business Development Specialist
A. Walkom, Legislative Coordinator
J. Grossi, Legislative Coordinator

Others Present Lisa Knappett
Anne Robbins
Julia Whiffen

The meeting was called to order at 6:02 PM.
Tom Hemen 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 2019 Annual General Meeting Minutes of November 5, 2019

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area 2019 Annual General Meeting Minutes of November 5, 2019 be approved.

Carried

7. Items

7.1 2019 Financial Statements

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management financial statements for the year ended 2019 be approved.

Carried

7.2 2020 Year in Review

Tom Hempen provided a 2020 Year in Review to the Membership regarding the strategic plan being developed by the Board of Management and advised that short term priorities had been developed, while long term priorities would be revisited at a later date. He also provided an update on the virtual Candlelight Ceremony including a video which will be shared on social channels, a snapd holiday gift card giveaway, and street beautification opportunities.

Tom Hempen further advised that regularly scheduled zoom meetings would be set up to assist business owners within different sectors to share and brainstorm on current trends. The first meeting has been scheduled for December 2, 2020 and all business owners are invited to determine which sectors are interested in participating.

7.3 2021 Budget

Tom Hempen provided an explanation regarding the additional \$10,000 emergency contingency reserve fund included in the 2021 proposed budget to offset expected costs coming out of the pandemic.

Moved by: Jennifer McLachlan

Seconded by: Allan Cockburn

1. That the 2021 Main Street District Business Improvement Area budget be approved.

Carried

7.4 Strategic Priority Update

The Board of Management Members discussed the Main Street Newmarket BIA Strategic Planning document which outlined the identified values, constraints, and short-term activities. Five short-term priorities were developed and will be executed by the Members throughout 2021.

7.5 Financial Incentive Program Staff Working Group Update

The Business Development Specialist provided an overview of the Financial Incentive Program and the applications reviewed throughout the last year. The Members queried staff regarding the opportunity for funds to carryover to future years, digitization of businesses and fiber availability, and the growth of commercial assessment across the Town.

8. New Business

8.1 Main Street Delivery Company

Jennifer McLachlan provided an update regarding a delivery company, similar to Uber Eats and Skip the Dishes, which would offer delivery services to those on Main Street. She advised that additional information would be provided to the business owners as the company continued to be developed.

8.2 Patio Program

Al Cockburn thanked Town Staff for their assistance throughout the 2020 patio program and for advocating on behalf of businesses, and asked that sufficient notice be provided for the 2021 patio program to assist with planning. Staff further advised that a report would be provided to Council in Q1 2021 regarding the continuation of the patio program.

9. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

- 1. That the meeting be adjourned at 6:53 PM.

Carried

Tom Hempen, Chair

Date