



# Town of Newmarket

## Minutes

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

Date: Wednesday, November 3, 2021  
Time: 8:30 AM  
Location: Electronic VIA ZOOM  
See How to Login Guide

Members Present: Tom Hempen, Chair  
Councillor Kwapis (8:51 AM - 9:14 AM)  
Councillor Twinney  
Mark Iacovetta  
Jennifer McLachlan  
Omar Saer  
Ken Sparks (8:36 AM - 9:14 AM)

Members Absent: Allan Cockburn, Vice Chair  
Rob Clark

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

The meeting was called to order at 8:30 AM.  
Tom Hempen in the Chair.

#### 1. Notice

Tom Hempen advised 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 October 5, 2021**

Moved by: Councillor Twinney

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of October 5, 2021 be approved.

**Carried**

**7. Items**

**7.1 Sub-Committee Reports**

**Street Events**

- The Members advised that they were working with the Town on the Candlelight Parade and tree lighting, and discussed the budget needed for this event. Staff advised that the Town was preparing for Santa Claus Candy Cane Lane on November 20, 2021 in place of a traditional parade.

**Advertising**

- Jennifer McLachlan advised that a full page BIA advertisement was being developed by Neighbor (Snapd Inc.) for inclusion in the next Newmarket Chamber of Commerce publication. She further advised that the Food Bank was looking to open a community fridge at the

Newmarket Public Library and that there would be sponsorship and marketing opportunities in early 2022.

### **Website**

- No further updates were provided.

## **7.2 Parking Update**

No further update was provided.

## **7.3 Staff Update**

### **7.3.1 Financial Update**

The Business Development Specialist provided an overview of the 2021 budget to date and reviewed the annual miscellaneous expenses including the Tourism-Oriented Directional Signing (TODS), and insurance.

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

No further update was provided.

## **7.4 Draft 2022 Budget**

The Board of Management Members discussed the proposed draft 2022 budget, the expected annual expenses, and reserve fund access. They further discussed the My Main Street Local Business Accelerator grant and the availability of funds if their application is approved.

An alternate motion was presented and is noted below in bold.

Moved by: Jennifer McLachlan

Seconded by: Omar Saer

1. That the following draft 2022 Main Street District Business Improvement Area budget be presented at the Annual General Meeting on November 9, 2021:
  - **BIA Membership Levy \$30 000**
    - **Stationary/Office \$500**
    - **Miscellaneous \$2 500**
    - **Promotion & Advertising \$27 000**

- **Addition of an Emergency Contingency Fund from reserves \$12 500\*\*contingent on the My Main Street Local Business Accelerator grant**

**Carried**

## **7.5 2021 Meetings and 2022 Schedule**

Moved by: Omar Saer

Seconded by: Jennifer McLachlan

1. That the 2022 meeting schedule for the Main Street District Business Improvement Area Board of Management be approved.

**Carried**

## **8. New Business**

### **8.1 Councillor Updates**

- The Board of Management Members were advised that the Mayor's address at Old Town Hall regarding the pedestrianization of Main Street had been postponed and would be rescheduled for a future date.
- Councillor Kwapis thanked the BIA for their involvement with the Halloween Zombie Walk organized by St. John's Ambulance.
- Councillor Kwapis advised that Newmarket Council approved the extension of the restaurant patio program into 2022 at their Council Meeting on November 1, 2021.

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

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

## **10. Adjournment**

Moved by: Jennifer McLachlan

Seconded by: Omar Saer

1. That the meeting be adjourned at 9:14 AM.

**Carried**

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Tom Hemen, Chair

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Date