



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, December 1, 2021

Time: 8:30 AM

Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Tom Hempen, Chair
Allan Cockburn, Vice Chair (8:45 AM - 9:42 AM)
Councillor Kwapis
Councillor Twinney
Rob Clark
Jennifer McLachlan
Ken Sparks

Members Absent: Mark Iacovetta
Omar Saer

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 November 3, 2021

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of November 3, 2021 be approved.

Carried

7. Items

7.1 Sub-Committee Reports

Street Events

- Tom Hempen provided an overview of the Main Street Christmas Tree Lighting that was held on November 19, 2021.
- Members discussed the opportunity to hold additional events on Main Street throughout the winter season.
- Jennifer McLachlan discussed the opportunity to begin planning spring and summer events for 2022, and scheduling recurring sub-committee meetings.

Advertising

- Rob Clark reviewed the November 2021 report from Neighbor regarding social media engagement and advertising.
- The Members discussed options for content and advertising over the holiday season and winter months.

Website

- Rob Clark advised that there will be an update provided on the website at the next meeting.

7.2 Parking Update

Councillor Kwapis advised that parking was available on D'Arcy Street and encouraged businesses to advise their customers of the available parking options. He provided an update on the Town's free Off-Street Parking Program and advised that it was brought back until April 2022.

Tom Hempen asked questions about the Clock Tower redevelopment into a boutique hotel regarding parking concerns. Staff advised that additional information would be provided as it was available and that Town staff were available for questions at a future meeting.

7.3 Staff Update

7.3.1 Financial Update

The Business Development Specialist advised that a financial update would be available at the next meeting, and that the 2022 invoice for the Tourism Oriented Directional Signing (TODS) Program on Highway 404 was received.

The Members discussed the invoice procedure for vendors, and any outstanding invoices for 2021.

Moved by: Ken Sparks

Seconded by: Rob Clark

1. That the invoice regarding the Tourism Oriented Directional Signing (TODS) Program for 2022 in the amount of \$1,695.00 be approved.

Carried

7.3.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist advised that some new applications had been received and were being reviewed by staff, but no applications had been approved yet.

8. New Business

8.1 Leasable Space on Main Street

The Members discussed businesses who were currently looking for leasable space on Main Street due to new interest and landlord changes. The further discussed rental prices and future businesses to target as additions to the street.

8.2 Strategic Planning

The Members discussed the opportunity to continue with their strategic plan and the possibility of meeting with Rob Dale in the New Year. The Business Development Specialist advised that the vendor was still interested in working with the BIA and that potential dates would be circulated to the Members for their availability.

9. Closed Session

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 9:42 AM.

Carried

Tom Hempen, Chair

Date