



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, March 2, 2022
Time: 8:30 AM
Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Tom Hempen, Chair
Allan Cockburn, Vice Chair
Councillor Kwapis
Rob Clark
Mark Iacovetta
Jennifer McLachlan
Ken Sparks

Members Absent: Councillor Twinney
Omar Saer

Staff Present: E. Hawkins, Business Development Specialist
J. Grossi, Acting Deputy Clerk

The meeting was called to order at 8:34 PM.
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 at www.newmarket.ca/meetings.

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 February 2, 2022

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of February 2, 2022 be approved.

Carried

7. Items

7.1 Sub-Committee Reports

Street Events

- Members discussed the 2022 fees for street event vendors, the Easter event including the bunny suit and inclusivity from a Diversity, Equity and Inclusion (DEI) lens, and the Canada Day event.

Advertising

- Members discussed their options for social media management and the development of a Request For Proposal (RFP) to support digital marketing efforts.

Website

- Rob Clark advised that work on the website was ongoing and that an update would be provided at the next meeting.

Moved by: Ken Sparks

Seconded by: Allan Cockburn

1. That the Main Street District Business Improvement Area Board of Management approve up to \$1000 budget for the 2022 Easter event.

Carried

7.2 Parking Update

Councillor Kwapis advised that the [agreement with Shining Hill Estates Collection Inc. had been finalized](#) and outlined the benefits to the Main Street area regarding parking and traffic management.

7.3 Staff Update

7.3.1 Financial Update

The Business Development Specialist advised that there were no expenses in January of 2022.

7.3.2 Financial Incentive Program Staff Working Group Update

No update was provided.

7.4 Ontario Business Improvement Area Association (OBIAA) Conference Program Discussion

The Acting Deputy Clerk provided an overview of the preliminary 2022 conference program and requested that Members contact Jennifer McLachlan with any items they were interested in receiving additional information on.

7.5 Festivals and Events Ontario

Jennifer McLachlan advised that the 2022 membership for Festivals and Events Ontario was due, which included free access to the 2022 virtual conference.

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management approve the 2022 membership fee for Festivals and Events Ontario in the amount of \$203.40.

Carried

8. New Business

8.1 Recurring Charges

Rob Clark discussed various recurring charges that the Board of Management had, asked for additional information regarding the opportunity for blanket approvals, and the ability of the Town to facilitate these payments.

8.2 Strategic Plan

The Business Development Specialist advised that Rob Dale, Rhapsody Strategies was available to continue the strategic plan discussions and development with the remaining funds, and that staff would look for availability in April to schedule a special meeting.

9. Closed Session

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

10. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Councillor Kwapis

1. That the meeting be adjourned at 9:27 AM.

Carried

Tom Hempen, Chair

Date