



# **Town of Newmarket**

## **Minutes**

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

Date: Wednesday, November 2, 2022  
Time: 8:30 AM  
Location: Streamed live from the Municipal Offices  
395 Mulock Drive  
Newmarket, ON L3Y 4X7

Members Present: Tom Hempen, Chair (8:34 AM - 10:03 AM)  
Allan Cockburn, Vice Chair  
Councillor Kwapis  
Rob Clark (8:34 AM - 9:30 AM)  
Jennifer McLachlan  
Ken Sparks

Members Absent: Councillor Twinney  
Mark Iacovetta

Staff Present: E. Hawkins, Business Development Specialist  
K. Huguenin, Legislative Coordinator  
S. Granat, Legislative Coordinator

The meeting was called to order at 8:34 AM.  
Tom Hempen in the Chair.

#### **1. Notice**

Tom Hempen advised that members of the public were encouraged to attend an Advisory Committee or Board Meeting by viewing the live stream available at [newmarket.ca/meetings](http://newmarket.ca/meetings), or attending in person at the Council Chambers at 395 Mulock Drive.

**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**

Councillor Kwapis made a correction to the Main Street District Business Improvement Area Board of Management Meeting Minutes on August 3, 2022. Under Item 7.2 Parking Updates, the update was regarding the 30 minute parking by-law not the 3 hour by-law.

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management Minutes of August 3, 2022 be amended.

**Carried**

**7. Items**

**7.1 Sub-Committee Reports**

**Street Events**

- The Chair provided an update regarding the tree lighting event on November 18, 2022 at 6:00 PM which included parking and street closure for this event. The Newmarket Citizens Band will be participating and there will be carol singing, hot chocolate and battery lit candles handed out. Members of the committee asked about signage for overnight parking. Councillor Kwapis will look into this matter. The Chair also advised that the Mayor will be in

attendance to announce the lighting of the new hotel and that members of council will also attend.

- The Santa Claus parade will be held on November 19, 2022. The BIA will be judging this event and provide a trophy.

### **Advertising**

- Rob Clark advised that the website is up and running and that there is a need for a content champion. This person is already trained and can provide assistance.
- Members of the Committee discussed allocating funds for paid promotion for the months of November and December.
- Members of the Committee discussed a newsletter and will send out dates to members to meet to discuss ideas.

Moved by: Councillor Kwapis

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management allocate \$100 for sponsorship for the Santa Claus parade, and;
2. That the Main Street District Business Improvement Area Board of Management allocate \$1200 for the Tree Lighting event.

**Carried**

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management allocate \$750 per month for social media and content management.

**Carried**

Moved by: Rob Clark

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management allocate \$1000 for paid promotion for the months of November and December.

**Carried**

## **7.2 Parking Update**

Councillor Kwapis provided an update regarding the responses for the questionnaire on the 30 minute parking by-law. The BIA will be informed of findings for the report.

The Business Development Specialist thanked the BIA for encouraging feedback and for the responses that were received for the report.

The members of the BIA discussed parking concerns, closing Main Street South for a period of time during the summer and the relocation of the tennis courts behind Main Street. Councillor Kwapis advised that moving the tennis courts has not been approved by Council but that Council is on board for priority solutions for the downtown parking area.

## **7.3 Staff Update**

### **7.3.1 Financial Update**

The Business Development Specialist provided a financial update and advised that finances look good thanks to some of the work that has been done which includes, the 2022 film revenue in the downtown area, special events revenue from Canada Day and the grant funding. She reminded the members that any money not spent goes into a reserve and can be pulled for future projects and also any outstanding invoices need to be submitted by year end to the Chair. She advised that every year the BIA funds the Tourism-Oriented Directional Signing (TODS) that are located on Highway 404 and whether the BIA is interested in continuing with this program.

The members discussed having a holiday party and decided not to have one this year.

Moved by: Ken Sparks

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management continue to support the Tourism-Oriented Directional Signing (TODS) program for 2023.

**Carried**

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

The Business Development Specialist provided an update regarding the financial incentive program and advised that many businesses are doing retrofits and that in December/January there will be an in depth overview of the projects that were funded in 2022. She will also present and approve the 2021 audited financials and will provide an update regarding the 2022 financials.

Members discussed the 2023 budget and sharing the strategic plan with the next Board.

### **7.4 AGM Date**

The Business Development Specialist advised the Board regarding timelines for the AGM notices for members and for audited financials.

Members discussed having an evening cocktail reception on December 5, 2022.

The Board Members discussed possible dates and items for the 2022 Annual General Meeting and advised that the preferred date was Monday, January 30, 2023 at 7:00 PM.

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management approve \$1000 for food at the BIA reception held on December 5, 2022.

## **7.5 BIA Elections Process**

The Business Development Specialist advised that the Town is in the process of hiring a consultant to look at ways that the BIA functions to complete the recommendations in the BIA's strategic plan and economic development strategy. The consultant will review BIA best practices, provide draft updates to the BIA by-law and create Standard Operating Procedures (SOPS's) for the BIA. Currently, the Town asked that the consultant provide their findings and recommendations to Council early in Q2, 2023.

Members discussed having the BIA election at the AGM or after Council has reviewed the consultant's report and the Terms of Reference.

Quorum was lost before members could vote on this matter.

## **8. New Business**

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

## **10. Adjournment**

The meeting concluded without quorum at 10:06 AM.

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Tom Hempen, Chair

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Date