



Town of Newmarket
Minutes
Main Street District Business Improvement Area
Board of Management

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

Members Present: Tom Hemen, Chair
Allan Cockburn, Vice Chair
Councillor Kwapis
Councillor Twinney
Rob Clark
Debbie Hill
Mark Iacovetta
Jennifer McLachlan
Ken Sparks

Members Absent: Omar Saer

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

The meeting was called to order at 8:31 AM.
Tom Hemen in the Chair.

1. Notice

Tom Hemen 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

5.1 Newmarket Minor Softball Association

Glenn Burton, Co-Executive Director, Newmarket Minor Softball Association provided a deputation to the Main Street District Business Improvement Area Board of Management regarding a sponsorship opportunity for the 2021 season. He outlined the requirement for sponsorship for teams, select teams, and registration costs for individual players. He further advised how local businesses and community support can be partnered with minor sports teams, and that sponsorship opportunities were available until approximately March 26, 2021.

Moved by: Mark Iacovetta

Seconded by: Jennifer McLachlan

1. That the deputation provided by Glenn Burton, Co-Executive Director, Newmarket Minor Softball Association regarding the Newmarket Minor Softball Association be received.

Carried

5.2 Easter Seals Ontario - Buy Local, Support Local Campaign

Charlene Myke and Andrea Peterson provided a deputation to the Board regarding the Easter Seals Shop Local, Give Local campaign for 2021. They provided an update on how COVID-19 has impacted Easter Seals and advised that this new opportunity would provide a chance for Main Street businesses to get involved through partnership. The event would run for approximately one month in June 2021.

The Members discussed previous events held by Easter Seals and opportunities to share this information for all merchants on Main Street.

Moved by: Jennifer McLachlan

Seconded by: Councillor Kwapis

1. That the deputation provided by Andrea Peterson, Development Officer and Charlene Myke, Development Manager of Easter Seals Ontario regarding the Buy Local, Support Local Campaign be received.

Carried

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of February 3, 2021

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

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

Carried

7. Items

7.1 Digital Main Street Grant Update

Rob Clark provided an update on the gift card program that launched on February 15, 2021. He advised that over 40 gift cards had been sold, and that the Main Street District Business Improvement Area would be eligible for the full grant funding amount. He further reviewed other milestones regarding social media campaigns and advertisements.

7.2 Sub-Committee Reports

Street Events

- Jennifer McLachlan provided the Board with an overview of a pub crawl event opportunity for Summer 2021. She outlined the potential cost to consumers, logistics, and the four step social media plan. She advised that RiLax events would begin phase one of the outreach as soon as possible to develop an event plan.
- Ken Sparks questioned the occurrence of Town run events in the downtown area for 2021, including the Farmers Market location. Councillor Kwapis advised that events were currently being held off until September but Staff would continue to look into ideas as the Provincial direction changes, and that the Farmers Market would continue to operate in the Magna parking lot.

Advertising & Website

- Rob Clark provided an overview of the BIA Newmarket holiday gift card campaign analytics provided by snapd, and the preliminary website planning and strategy document. He asked for any feedback from the Members by the end of the week.
- Rob Clark reviewed the draft full page ad for the Newmarket Chamber of Commerce partnership, and asked for feedback from the Members by the end of the day. Jennifer McLachlan reviewed the \$2500 partnership with the Chamber and advised that it included many beneficial aspects to the BIA including the full page ad, a chamber membership, social media posts, 2021 home show showcase and email blast information to support local merchants.

7.3 Garbage Update

Councillor Kwapis advised that no new issues had been reported since the last meeting. Rob Clark advised that the key fobs for the garbage containers were being programmed and would be available to merchants after a syncing issue was resolved.

7.4 Parking Update

Councillor Kwapis provided the Board with an update regarding the 2021 patio program. He advised that it was to start on April 9, 2021 and run until November 1, 2021, but businesses would be allowed to begin set up on April 6, 2021. He further outlined a few minor changes to the program and placement of some potential temporary patios, and advised that no additional impacts to parking were planned. He advised that the 30 minute

parking on Main Street would continue and that the speed limit would be reduced to 30 km/h.

The Members discussed opportunities to ensure all businesses were aware of the 2021 patio program, the Business Development Specialist advised that the application would be circulated shortly and could be shared with all businesses.

7.5 Staff Update

There were no Staff updates provided at this meeting.

7.5.1 Financial Update

7.5.2 Financial Incentive Program Staff Working Group Update

8. New Business

8.1 Council Updates

- Councillor Kwapis advised that Council approved Commercial Rooftop Patios at their meeting on Monday, March 1, 2021.
- Councillor Kwapis queried the Board on their interest in opportunities for non-restaurant businesses to set up pop-up shops in Riverwalk Commons throughout the summer months. Tom Hempen advised that small shipping containers were being looked at to allow for merchandise to be locked up between uses and overnight.

8.2 Communication with Main Street Businesses

Rob Clark asked the Board for their opinion on ending the meeting with any celebrations on the street, successes from local businesses, new store openings etc. He queried the Board regarding providing new businesses with a welcome package or creating a monthly newsletter for the merchants. Jennifer McLachlan advised that the marketing sub-committee could look at the monthly newsletter update and report back to the Board with ideas.

8.3 Winter Maintenance

Ken Sparks queried the Board on the possibility of hiring Inn From the Cold or Blue Door for additional snow clearing on Main Street sidewalks and curbs. Councillor Kwapis advised that the Town may not be able to partner with these organizations as they may not have the equipment necessary, but the BIA could look into hiring them for next year.

8.4 Community Organizations

Tom Hempen queried the Board on the preferred direction regarding deputants who approach the BIA for funding throughout the year. He advised that in previous years specific meetings for this purpose were set up with approved budgets, but due to the pandemic these did not continue in 2020.

The Members discussed the possibility of developing an application to ensure that funding aligns with mandate, approving a maximum percentage of the budget to be allocated to these opportunities, and how to move forward.

Allan Cockburn advised that he would reach out to Newmarket Minor Softball Association regarding their deputation today.

9. Closed Session (if required)

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

10. Adjournment

Moved by: Rob Clark

Seconded by: Allan Cockburn

1. That the meeting be adjourned at 9:58 AM.

Carried

Tom Hempen, Chair

Date