

Tuesday, May 17, 2016 at 7:30 PM  
Community Centre - 200 Doug Duncan Drive  
Hall # 1

The meeting of the Main Street District Business Improvement Area was held on Tuesday, May 17, 2016 in Hall # 1, Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Glenn Wilson, Chair  
Anne Martin, Co-Chair  
Elizabeth Buslovich  
Carmina Pereira  
Olga Paiva  
Jackie Playter  
Siegfried Wall

Absent: Rory Rodrigo

Guests: Dave Robinson  
Ken Sparks

Staff Present: C. Kallio, Economic Development Officer  
L. Moor, Council/Committee Coordinator

The meeting was called to order at 7:30 p.m.

G. Wilson in the Chair.

### **Additions and Corrections to the Agenda**

None.

### **Declarations of Pecuniary Interest**

None.

### **Presentations**

None.

## Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of April 19, 2016.

S. Wall advised that with respect to Item New Business e) contained within the Main Street District Business Improvement Area Board of Management Minutes of April 19, 2016, the words 'for a successful operation of the Old Town Hall' should be added after the word 'Square'.

Moved by: Carmina Pereira  
Seconded by: Siegfried Wall

THAT the Main Street District Business Improvement Area Board of Management Minutes of April 19, 2016, as amended, be approved.

### Carried

2. Marketing Sub-committee Report.

O. Paiva advised that she had not yet prepared the most recent Marketing Sub-committee report and verbally advised that the Car Show participants were not receptive to sharing the street and sidewalk with various vendors on the day of the event. O. Paiva requested that the previously allocated funding of \$2500.00 be re-directed to the July 30<sup>th</sup> Music Fest on Main event.

O. Paiva advised that she was seeking availability of the budgeted funds of \$10,000.00 for the Canada Day festivities.

O. Paiva requested clarification regarding requests for street closures. J. Playter provided the contact information for the Town's Operations Department in order to request street closures.

Moved by: Jackie Playter  
Seconded by: Carmina Pereira

THAT \$2500.00 of the Car Show allocated funding be re-directed to the July 30<sup>th</sup> Music Fest on Main event.

### Carried

Moved by: Carmina Pereira  
Seconded by: Anne Martin

THAT an amount of \$10,000.00 be made available to the Chair for the Canada Day festivities.

**Carried**

O. Paiva advised that she still had in her possession, invoices to be submitted to the Economic Development Officer for events held earlier in the year.

**Items**

3. Financial Verbal Update/Account Balance.

The Economic Development Officer provided a status update of the bank balance and distributed a copy of the operating budget balance sheet as at April 30, 2016.

Moved by: Olga Paiva  
Seconded by: Elizabeth Buslovich

THAT the status update by the Economic Development Officer regarding the operating budget balance as at April 30, 2016 be received.

4. Ratification of Advertising Expense in Era Scene Magazine.

The Chair reminded those present about the e-mail sent on May 4, 2016 requesting approval in principle to advertise in the Era's Scene magazine with a looming publishing deadline. He advised that this item ratifies the e-mailed approvals of the Board Members.

Moved by: Olga Paiva  
Seconded by: Siegfried Wall

THAT the actions of the previously requested advertising funding expenditure in the amount of \$1994.45 for the Scene magazine publication be approved.

**Carried**

5. BIA Directors & Officers Liability Renewal Terms - June 22, 2016 Renewal.

The Economic Development Officer provided some context with respect to the insurance renewal for the Main Street District Business Improvement Area Board of Management.

Moved by: Carmina Pereira  
Seconded by: Jackie Playter

THAT the premium for the three (3) year term of Directors/Liability Insurance Renewal be approved in the amount of \$900.00 annually plus applicable taxes.

**Carried**

6. Chair's Verbal Update - Jazz Festival Details.

The Chair advised that the Marketing Sub-committee Members would provide details associated with the upcoming Music Fest on Main (Jazz Festival ancillary).

O. Paiva advised she has been in contact with Ms. St. Kitts regarding the music festival on July 30<sup>th</sup>. O. Paiva requested use of the hydroelectricity from the light standard near the Bank of Montreal and was advised to call Newmarket Hydro for that purpose.

7. Chair's Update - Jazz Festival Sponsorship.

Moved by: Elizabeth Buslovich  
Seconded by: Jackie Playter

THAT the invoice supplied by the Arts Music on behalf of the Jazz Festival Committee in the amount of \$2500.00 + applicable taxes = \$2825.00 be approved for payment.

**Carried**

8. Main Street Passport Initiative. (Deferred from the April 19, 2016 BIA meeting)

The Chair advised that the Main Street Passport Initiative, being a web based marketing proposal would not be pursued at this time.

## **New Business**

- a) Anne Martin queried the feasibility of delegated spending authority should financial obligations arise in between monthly Board meetings. The Economic Development Officer suggested that the Members request replenishment of their petty cash supply more frequently in order to avoid potential shortfalls.

Discussion ensued regarding the best use of advertising funds for the Canada Day festivities.

- b) Anne Martin queried the feasibility of earmarking funds for at least two Members to attend the Annual Business Improvement Area Convention held at various locations in Ontario in future years.
- c) Siegfried Wall queried the website content and the feasibility of including events, venues, dates/times and ensuing links to all said information. The Chair advised that the photographs on the website are currently not licensed for use and the photographer is seeking a lifetime licensing fee of \$100.00 per image.
- d) Siegfried Wall queried the Economic Development Officer regarding the proposed topics of discussion at the upcoming June 13, 2016 meeting of the Community Centre Lands Re-development Task Force.
- e) Anne Martin queried the Economic Development Officer and Jackie Playter (Chair of the Newmarket Downtown Development Committee) and requested status updates related to the Financial Incentive Applications considered by that Committee. The Economic Development Officer provided a brief status update.
- f) Ken Sparks queried the Chair regarding the limited number of businesses listed on the Main Street BIA website. The Chair advised he would seek a timeline from the website designer and report back.

## **Adjournment**

Moved by: Olga Paiva  
Seconded by: Siegfried Wall

THAT the meeting adjourn.

## **Carried**

There being no further business, the meeting adjourned at 8:50 p.m.

**Carried**

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Date

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G. Wilson, Chair