



Town of Newmarket  
**MINUTES**

**MAIN STREET DISTRICT BUSINESS  
IMPROVEMENT AREA BOARD OF  
MANAGEMENT**

Tuesday, October 18, 2016 at 7:30 PM  
Community Centre Hall # 2  
200 Doug Duncan Drive

The meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, October 18, 2016 in Hall # 2, Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Glenn Wilson, Chair  
Elizabeth Buslovich  
Anne Martin  
Peter Mertens  
Olga Paiva  
Carmina Pereira  
Jackie Playter  
Rory Rodrigo  
Siegfried Wall (7:42 to 9:22 p.m.)

Staff Present: C. Kallio, Economic Development Officer  
S. Niezen, Records and Projects Coordinator

Guests : Lisa Heckbert  
John Heckbert

The meeting was called to order at 7:31 p.m.

G. Wilson in the Chair.

**Additions and Corrections to the Agenda**

None.

**Declarations of Pecuniary Interest**

None.

**Presentations**

None.

## Deputations

1. Mr. John Heckbert addressed the Board of Management and expressed his concern regarding the lack of BIA representation attending the re-opening of the Old Town Hall. Discussion ensued regarding invitation protocols related to the grand re-opening celebration. The Chair expressed concerns that the official ribbon cutting event was not open to all Town residents. Further discussion ensued related to communication efforts to new business owners.

Moved by: Olga Paiva  
Seconded by: Siegfried Wall

THAT the deputation by Mr. John Heckbert regarding BIA representation attendance at the re-opening of the Old Town Hall be received.

**Carried**

## Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of September 20, 2016.

Moved by: Jackie Playter  
Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Board of Management Minutes of September 20, 2016 be approved.

**Carried**

2. Marketing Sub-committee Report.

Carmina Pereira advised of details related to the Monster Bash scheduled for Saturday, October 29, 2016 with Main Street closed from Timothy Street to Water Street. She advised that \$2,500 has been earmarked for various children's activities and advertisements have been placed on social media, electronic boards and the Era newspaper. She queried the Chair regarding website advertising for the event.

Carmina Pereira advised of details associated with the Candle Light Parade scheduled for Friday, November 18, 2016 and requested funds of \$2,000 be allotted for the event. She advised that candy canes will be distributed, and hot chocolate vouchers will be given out by some of the area restaurants.

Discussion ensued regarding providing some form of lighting in an effort to enhance reading of the song sheets.

Moved by: Olga Paiva  
Seconded by: Elizabeth Buslovich

THAT the verbal update regarding the Monster Bash and the Candle Light Parade events be received.

**Carried**

Moved by: Olga Paiva  
Seconded by: Siegfried Wall

THAT an amount of \$2,000 be allotted for the Candle Light Parade event scheduled for Friday, November 18, 2016.

**Carried**

Moved by: Olga Paiva  
Seconded by: Anne Martin

THAT \$4,000 from the vendor fees collected on Canada Day be allocated for a Christmas party for the BIA Members as a onetime event to welcome the merchants to the Old Town Hall, for a total of \$5,000 to be expended (which includes the \$1000 allocated to Christmas Party event at the 2015 Annual General Meeting)

**Carried**

Discussion ensued regarding the motion, expenses, advertising costs for various events and benefits associated with different types of advertising.

**Items**

3. Financial Verbal Update/Account Balance.

The Economic Development Officer distributed copies of the current balance sheet as at September 30, 2016 and provided a verbal financial update. Discussion ensued regarding budgeting practices for 2017.

Moved by: Olga Paiva  
Seconded by: Carmina Pereira

THAT the financial balance sheet as distributed by the Economic Development Officer and the verbal financial update be received.

### **Carried**

4. Newmarket Downtown Development Sub-committee Update.

The Economic Development Officer advised that since there have not been recent meetings; there was nothing to report at this time.

5. Street Events Update.

See Item 2.

6. Photograph Licensing Fees Discussion. (Deferred from the September 20, 2016 meeting)

The Chair advised that this matter would be deferred to the November 15, 2016 Main Street District Business Improvement Area Board of Management meeting.

### **Closed Session**

There was no requirement for a Closed Session.

### **New Business**

a) Siegfried Wall queried if the newly elected Ward 5 Councillor would continue to provide updates to the Main Street District Business Improvement Area Board of Management.

b) Queries were made to the Economic Development Officer related to Community Centre lands options, status of the Downtown Parking Committee and parking options now available since the grand re-opening of the Old Town Hall. The Economic Development Officer provided a verbal status update and advised that a firm has been retained to examine the issues associated with parking, signage and wayfinding.

c) Queries were made to the Economic Development Officer regarding the status of the Clock Tower development application and when further information would be made available to the public.

d) Queries were made regarding requesting information from Public Works staff for placement of multi-use containers for refuse and recycling material as well as cigarette disposal containers.

e) Rory Rodrigo provided a verbal update regarding the Newmarket Arts Council and advised that for various reasons, the Arts Council has gone through a change and has shifted their focus, he used the axiom 'would like to be the conductor, not the orchestra' and he further advised that the Arts Council is moving forward with plans and Mr. Chris Emanuel is the new Chair.

f) The Economic Development Officer advised that the Mayor of Whitby has visited Main Street, Newmarket and provided feedback that he is very impressed with the redevelopment efforts.

g) The Chair advised that he had received a request from Mr. Athol Hart to be the official Town Crier for the Business Improvement Area. Discussion ensued regarding utilizing the Town's selected Crier for events or asking Mr. Hart to participate in BIA events as a Crier. Queries arose regarding cost recovery for services rendered.

Moved by: Rory Rodrigo  
Seconded by: Olga Paiva

THAT the matter of using Mr. Athol Hart's services as a Town Crier be deferred until more information can be obtained from the Town regarding their selection of a Crier.

**Carried**

h) The Economic Development Officer advised of upcoming ghost tours on Main Street and at the Old Town Hall.

i) Discussion ensued regarding the recent election of Mr. Bob Kwapis as the Ward 5 Councillor.

Moved by: Siegfried Wall  
Seconded by: Anne Martin

THAT the Main Street District Business Improvement Area Board of Management, on behalf of the entire BIA membership, welcomes Mr. Bob Kwapis as Ward 5 Councillor and looks forward to representation, heritage preservation efforts and a good working relationship.

**Carried**

## Adjournment

Moved by: Olga Paiva  
Seconded by: Carmina Pereira

THAT the meeting adjourn.

### Carried

There being no further business, the meeting adjourned at 9:22 p.m.

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Date

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G. Wilson, Chair