

A meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, February 18, 2014 at 7:30 p.m. in Hall # 1, Community Centre and Lions Hall at 200 Doug Duncan Drive.

Members Present: Councillor Sponga
Jackie Playter, Chair
Nancy Barnard
Nancy Gerry
Steven Gilbert
Anne Martin
Siegfried Wall

Absent: Adrian Cammaert
James Elliott

Guests: Larry Herod, Newmarket Hydro
Neno Kovacevic, IBI Group
Dale Parks, Honeywell Limited
Kyle Whittle, Honeywell Limited

Staff: C. Kalimootoo, Director of Public Works Services
R. Prudhomme, Director of Engineering Services
C. Kallio, Economic Development Officer
M. Ashworth, Capital Projects Parks Development Coordinator
C. Finnerty, Council/Committee Coordinator
L. Moor, Council/Committee Coordinator

**1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF
MANAGEMENT MINUTES - FEBRUARY 18, 2014 – ITEM 1
LIGHT FIXTURES – MAIN STREET**

Mr. Chris Kalimootoo, Director of Public Works Services, Mr. Larry Herod, Newmarket Hydro, Mr. Dale Parks, Honeywell Limited and Mr. Kyle Whittle, Honeywell Limited addressed those present regarding Newmarket's street lighting retrofit project.

The Director of Public Works Services advised that the Town will be retrofitting approximately 7,800 light fixtures from incandescent to LED lighting in order to realize energy savings. Representatives from Honeywell Limited provided a visual example of the light treatment that will be installed along Main Street. The implementation will occur over a 14 month period throughout the Town.

Discussion ensued regarding expanding the project to other areas around Main Street, including corridors accessing Riverwalk Commons and retention of heritage lighting fixtures.

**Moved by Councillor Sponga
Seconded by Nancy Barnard**

THAT the presentation by Mr. Chris Kalimootoo, Director of Public Works Services, Mr. Larry Herod, Newmarket Hydro, Mr. Dale Parks, Honeywell Limited and Mr. Kyle Whittle, Honeywell Limited regarding the retrofit of Main Street light fixtures be received;

AND THAT the Main Street District Business Improvement Area Board of Management support the implementation of new light fixtures on Main Street.

CARRIED

The meeting was called to order at 7:57 p.m.

Jackie Playter in the Chair.

ADDITIONS

None.

DECLARATIONS OF INTEREST

None.

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF
MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 2
APPROVAL OF MINUTES**

**Moved by Councillor Sponga
Seconded by Nancy Barnard**

THAT the Main Street District Business Improvement Area Board of Management Minutes of November 19, 2013 and January 21, 2014 be approved.

CARRIED

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF
MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 3
ENTRANCES TO MAIN STREET**

Mr. Michael Ashworth, Capital Projects Parks Development Coordinator, Ms. Rachel Prudhomme, Director of Engineering Services and Mr. Neno Kovacevic of IBI Group addressed those present regarding the entrance to Main Street off Davis Drive.

Mr. Kovacevic provided a visual presentation of proposed gateway features, including a weathered steel gateway sign, sidewalk treatments and associated landscape characteristics. He advised that the project is planned in coordination with the VivaNext project.

Discussion ensued regarding gateway sign materials, respecting existing heritage features and incorporation of additional gateway features, including benches and a clock.

The Capital Projects Parks Development Coordinator requested that any comments be forwarded to him for inclusion in the gateway plan.

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 4
FINANCIAL REPORTS**

The Economic Development Officer provided a verbal financial update on Board expenditures and suggested that the Board review the current marketing plan and implement a social media campaign in order to offset some print media costs.

**5. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 5
COMMITTEE REPORTS**

Nancy Barnard provided a verbal update on the Savour Downtown event to take place on Saturday, February 22, 2014. She advised that the event has sold out.

**Moved by Councillor Sponga
Seconded by Nancy Gerry**

THAT the Main Street District Business Improvement Area Board of Management contribute \$200.00 to Savour Downtown in order to offset costs associated with the event.

CARRIED

**6. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 6
REVIEW OF EVENTS**

Review of Events deferred to the March 18, 2014 meeting.

**7. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 7
RESTAURANTS/BUSINESSES/DEVELOPMENT**

Restaurants/Businesses/Development deferred to the March 18, 2014 meeting.

**8. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF
MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 8
DEVELOPMENT AND INFRASTRUCTURE SERVICES REPORT ENGINEERING
SERVICES 2013-58
SKATEBOARDS/BICYCLES ETC. ON MAIN STREET**

Discussion ensued regarding Development and Infrastructure Services Report – Engineering Services 2013-58 dated January 13, 2014 with respect to prohibiting the use of skateboards, roller blades and bicycles on the sidewalks of Main Street.

**Moved by Nancy Gerry
Seconded by Steven Gilbert**

The Main Street District Business Improvement Area Board of Management recommends to Council:

THAT Development and Infrastructure Services Report – Engineering Services 2013-58 dated January 13, 2014 be received;

AND THAT the Main Street District Business Improvement Area Board of Management recommend that a courtesy campaign be implemented to compel users to dismount bicycles, skateboards or any other travel mode in the Downtown Main Street and the Heritage Conservation District Plan areas.

CARRIED

**9. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF
MANAGEMENT MINUTES – FEBRUARY 18, 2014 – ITEM 9
NEW BUSINESS**

Councillor Sponga advised that he will be meeting with Main Street business owners with respect to vandalism issues and deliveries at the rear of properties.

ADJOURNMENT

**Moved by Nancy Gerry
Seconded by Steven Gilbert**

THAT the meeting adjourn.

CARRIED

There being no further business, the meeting adjourned at 9:29 p.m.

Date

Jackie Playter, Chair

Next Meeting is March 18, 2014 at the Newmarket Community Centre and Lions Hall at 7:30 p.m.

A meeting of the Main Street District Business Improvement Area Board of Management was held on Tuesday, March 18, 2014 at 7:30 p.m. in Hall # 1, Community Centre and Lions Hall at 200 Doug Duncan Drive.

Members Councillor Sponga
Present: Jackie Playter, Chair
 Nancy Barnard
 Adrian Cammaert
 James Elliott
 Steven Gilbert
 Anne Martin

Absent: Nancy Gerry
 Siegfried Wall

Guests: Olga Paiva, Canada T
 Ken Sparks, Good Vibes on Main
 Vickie Sparks, Good Vibes on Main

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

Jackie Playter in the Chair.

The meeting was called to order at 7:32 p.m.

ADDITIONS

Nancy Barnard requested that Ms. Vickie Sparks address the Board of Management on behalf of the Marketing Sub-committee to discuss parking issues.

DECLARATIONS OF INTEREST

None.

1. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 1 APPROVAL OF MINUTES

Main Street District Business Improvement Area Board of Management Minutes of February 18, 2014.

**Moved by Nancy Barnard
Seconded by Anne Martin**

THAT the Main Street District Business Improvement Area Board of Management Minutes of February 18, 2014 be approved.

CARRIED

**2. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 2
FINANCIAL REPORTS**

The Economic Development Officer provided a verbal financial update of Board expenditures to date and advised of the current balance being \$26,300.

**3. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 3
COMMITTEE REPORTS**

- a) The Chair advised that she had recently visited the local school which has similar streetlight standards which will be installed on Main Street in the future and she advised she was impressed with the quality of illumination.
- b) Councillor Sponga provided a brief update regarding the proposed gateway entrance arch feature at Main Street and Davis Drive.
- c) Ms. Vickie Sparks addressed those present as Chair of the Main Street District Business Improvement Area Marketing Sub-committee and distributed a document with details of parking issues and a copy of a draft letter to landlords and merchants requesting encouragement to free up Main Street parking for visitors. A suggestion was made to provide the document to Siegfried Wall for referral to the Town's Parking Review Task Force.

**Moved by Councillor Sponga
Seconded by Nancy Barnard**

- 1. **THAT the distributed document regarding parking issues and the draft letter to landlords and merchants presented by Ms. Vickie Sparks be received;**
- 2. **AND THAT delivery of the letters should take place as soon as possible;**
- 3. **AND THAT the document be forwarded to the Director of Engineering Services.**

CARRIED

- d) Discussion ensued regarding the Canada Day festivities and the funding required.

**Moved by Nancy Barnard
Seconded by Anne Martin**

THAT the Main Street District Business Improvement Area Board of Management contributes \$4,000.00 for costs associated with the Canada Day festivities event.

CARRIED

- e) Discussion ensued regarding the Jazz Festival scheduled on the Civic Holiday weekend.

**Moved by Nancy Barnard
Seconded by Adrian Cammaert**

THAT the Main Street District Business Improvement Area Board of Management contributes \$3,000.00 for costs associated with the Jazz Festival event on the Civic Holiday weekend.

CARRIED

The Chair requested that \$450.00 be provided by the April 15, 2014 due date for the rental of a table at the front of the stage and the balance can be provided by mid-July, 2014.

- f) Discussion ensued regarding the street closure on the Friday, Saturday and Sunday evenings. A suggestion was made to have a more fulsome discussion about the street closures at the Marketing Sub-committee meeting.

**Moved by James Elliott
Seconded by Steven Gilbert**

The Main Street District Business Improvement Area Board of Management recommends to Council:

THAT the Main Street District Business Improvement Area Board of Management requests that Town of Newmarket Public Works staff install rolling casters on all the large flower pots that are placed on Main Street during the summer months in an effort to utilize the pots as barriers when the street is closed to vehicular traffic.

CARRIED

- g) Councillor Sponga provided a verbal update regarding various issues associated with Main Street (delivery truck parking, snow/ice challenges, waste/refuse),
- h) Councillor Sponga advised of some new businesses scheduled to open in the near future on Main Street.

- i) James Elliott provided a verbal update regarding the Guitar Extravaganza and advised that he has seen three of the guitars that have been used as canvas for art; he advised that once he receives five completed works, that they will be on display at various venues throughout Town.
- j) James Elliott advised that he has confirmed five musical bands for the Canada Day festivities.

**4. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF
MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 4
REVIEW OF EVENTS**

The Chair advised that this matter on the agenda has been dealt with under Item 3 – Committee Reports.

**5. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF
MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 5
RESTAURANTS/BUSINESSES/DEVELOPMENT**

The Chair advised that this matter is deferred to the April, 2014 Main Street District Business Improvement Area Board of Management meeting.

**6. MAIN STREET DISTRICT BUSINESS IMPROVEMENT AREA BOARD OF
MANAGEMENT MINUTES – MARCH 18, 2014 – ITEM 6
NEW BUSINESS**

- a) Discussion ensued regarding waste/refuse piling up behind the property known as 211 Main Street as well as other restaurant establishments, resulting in the potential for vermin-related issues.
- b) The Economic Development Officer provided positive feedback from the Savour Downtown restaurant tour and advised of its extreme success and staff already have a waiting list of names for next year's event.

**Moved by Councillor Sponga
Seconded by Steven Gilbert**

THAT the meeting adjourn.

CARRIED

There being no further business, the meeting adjourned at 9:05 p.m.

Date

Jackie Playter, Chair

Next Meeting is April 15, 2014 at the Newmarket Community Centre and Lions Hall at 7:30 p.m.