



# Town of Newmarket

## Minutes

### Newmarket Downtown Development Committee

Date: Friday, June 29, 2018  
Time: 10:00 AM  
Location: Old Town Hall

Members Present: Jackie Playter  
Olga Paiva  
Barbara Leibel  
Steve Whitfield  
Councillor Kwapis

Staff Present: C. Kallio, Economic Development Officer  
E. Bryan, Business Development Specialist  
H. Leznoff, Council/Committee Coordinator

#### 1. Additions & Corrections to the Agenda

None.

#### 2. Declarations of Pecuniary Interest

Jackie Playter declared an interest in Item 5, being the Community Grant application submitted by the Very Useful Theatre Company, as she used to be on the Board of Directors for the organization. Councillor Kwapis declared a conflict of interest in Item 6, as it is a Town-organized event.

#### 3. Items

##### 3.1 Newmarket Downtown Development Committee Meeting Minutes of March 23, 2018

Moved by: Barbara Leibel

Seconded by: Councillor Kwapis

1. That the Newmarket Downtown Development Committee Meeting Minutes of March 23, 2018 be approved.

**Carried**

### **3.2 Budget Overview**

The Economic Development Officer and the Business Development Specialist provided an update on remaining budget and the status of various applications.

### **3.3 Financial Incentives Program Grant Application 2018-05 - Façade Improvement and Restoration Program**

The Business Development Specialist advised that the application is for the replacement of awnings on the front and sides of the building at 208 Main Street. She further advised that this grant application is subject to Heritage Conservation Permit approval and that the Heritage Conservation Authority had already suggested some changes to the size and placement of the font on the awnings. The Economic Development Officer advised that awnings have typically been dealt with through the façade improvement and restoration program.

Moved by: Steve Whitfield

Seconded by: Barbara Leibel

1. That the Façade Improvement and Restoration Program Grant application in the amount of \$3,093.95 be approved, subject to Heritage Conservation Permit approvals; and,
2. That Dave Brown c/o 208 Main Street, Newmarket ON, be notified of this action.

**Carried**

### **3.4 Financial Incentives Program Grant Application 2018-07 - Façade Improvement and Restoration Program**

The Economic Developer advised that an application was submitted for a public art display/mural at 247 Main Street on the South facing wall of the building. The Economic Development officer advised that the artist will be conducting historical research prior to painting the mural and that the

applicant is requesting \$10,000.00 which will cover one half of the artist's fees.

Moved by: Steve Whitfield

Seconded by: Barbara Leibel

1. That the Façade Improvement and Restoration Program Grant application in the amount of \$10,000.00 be approved, subject to Heritage Conservation Permit approvals; and,
2. That 1960254 Ontario Limited, co/ Robert Buckley, 247 Main Street South, Newmarket Ontario L3Y 3Z4, be notified of this action.

**Carried**

### **3.5 Community Grant Application - Very Useful Theatre Company**

Jackie Playter vacated the Chair due to a declared conflict of interest.

Steve Whitfield in the Chair.

The Business Development Specialist advised that the Very Useful Theatre Company is a community group that focuses on providing theatre that gives back to the community and have submitted the grant application to assist with the cost of the second annual one act play. The Committee discussed prior attendance at the festival and the return on investment.

Moved by: Councillor Kwapis

Seconded by: Barbara Leibel

1. That the Community Grants application in the amount of \$2,000.00 be approved; and,
2. That John Dowson of the Very Useful Theatre Company c/o 69 Davis Drive, Newmarket ON be notified of this action.

**Carried**

Jackie Playter took no part in the discussion or vote on the matter.

Jackie Player resumed the Chair.

### **3.6 Community Grant Application - Splash of Culture**

The Economic Development Officer advised that Splash of Culture is a Town run event and that the features performances on a unique “stage,” the Tim Hortons Skating and Water Feature at Newmarket’s Riverwalk Commons. He advised that the event is seeking sponsorship from a variety of areas.

Moved by: Steve Whitfield

Seconded by: Barbara Leibel

1. That the Community Grants application in the amount of \$500.00 be approved. and,
2. That Janis Luttrell of Splash of Culture c/o 460 Botsford Street, Newmarket ON be notified of this action.

**Carried**

Councillor Kwapis took no part in the discussion or vote on the matter.

## **4. New Business**

### **4.1 Budget Update**

The Economic Development Officer advised that staff will be submitting a budget request to increase the Newmarket Downtown Development Committee’s annual budget by \$50,000.00. He advised that along with this increase, staff is recommending that the Committee work to encourage businesses on Main Street, specifically those north of Queen Street, to apply for financial incentive programs that are available to them through the Community Improvement Plan.

### **4.2 Update re: Clock Tower Application - Ontario Municipal Board Hearing**

The Economic Development Officer provided an update regarding the Clock Tower and advised that the Minutes of Settlement are available on the Town’s website. He further advised that a settlement has been reached for the future development of the historic Clock Tower and 184-194 Main Street and that this development proposal will mostly consist of renovation within the existing building and could include office, residential and retail uses. He advised that one condition of the settlement would be that the Main Street Inc. would receive \$100,000.00 from a financial

incentive program to complete facade improvements and interior renovations. He advised that this grant would come from Economic Development reserves and would not impact the Committee's 2019 budget. The Committee discussed the benefits of the settlement, including maintaining the heritage elements of the buildings.

Moved by: Barbara Leibel

Seconded by: Steve Whitfield

1. That the Newmarket Downtown Development Committee support the settlement reached for the future development of the historic Clock Tower and 184-194 Main Street.

**Carried**

#### **4.3 Eligibility Guidelines**

Councillor Kwapis advised he had developed a draft eligibility/grading system. The Committee discussed the advantages and disadvantages to implementing a grading system in addition to the application requirements outlined for each Financial Incentive Program. Committee members discussed reviewing the current application requirements and reporting back at the next meeting.

#### **5. Adjournment**

Being no further business, the meeting adjourned at 11:06 AM.

Jackie Playter, Chair

Date