



Town of Newmarket  
**AGENDA**

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

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

Agenda compiled on 13/10/2016 at 2:57 PM

**Additions and Corrections to the Agenda**

**Declarations of Pecuniary Interest**

**Presentations**

**Deputations**

**Approval of Minutes**

1. Main Street District Business Improvement Area Board of Management Minutes p. 1 of September 20, 2016.
2. Marketing Sub-committee Report.

**Items**

3. Financial Verbal Update/Account Balance.
4. Newmarket Downtown Development Sub-committee Update.
5. Street Events Update.
6. Photograph Licensing Fees Discussion. (Deferred from the September 20, 2016 meeting)

**Closed Session (if required)**

**New Business**

**Adjournment**



Town of Newmarket  
**MINUTES**

1

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

Tuesday, September 20, 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, September 20, 2016 in the Community Centre – Hall # 2, 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 8:25 p.m.)

Staff Present: L. Moor, Council/Committee Coordinator

Guests: Peter Geibel  
Ted Heald  
Lisa Heckbert  
John Heckbert  
Wassim Jarrah  
Gordon Prentice  
Baiba Roga

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

G. Wilson in the Chair.

**Additions and Corrections to the Agenda**

None.

**Declarations of Pecuniary Interest**

None.

**Presentations**

1. Mr. Peter Geibel addressed the Board of Management and distributed a document package outlining his suggestions associated with proposed development within the downtown core.

Siegfried Wall arrived at 7:42 p.m.

Moved by: Carmina Pereira  
Seconded by: Rory Rodrigo

THAT the presentation by Mr. Peter Geibel regarding his suggestions associated with proposed development within the downtown core be received.

**Carried**

**Approval of Minutes**

2. Main Street District Business Improvement Area Board of Management Minutes of July 19, 2016.

The Chair requested a change to the description paragraph in Item 1 of the Main Street District Business Improvement Area Board of Management Minutes of July 19, 2016 by replacing the entire last sentence with the words 'due to change in circumstance'.

Moved by: Carmina Pereira  
Seconded by: Olga Paiva

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

**Carried**

3. Marketing Sub-committee Report.

The Chair advised there was nothing to report at this time.

**Items**

4. Financial Verbal Update/Account Balance.

The Chair read aloud the detailed explanation of the financial balance sheet as supplied by the Economic Development Officer.

Moved by: Olga Paiva  
Seconded by: Rory Rodrigo

THAT the financial balance sheet as read aloud by the Chair be received for information.

**Carried**

5. Newmarket Downtown Development Committee Update.

J. Playter advised that the next scheduled meeting of the Newmarket Downtown Development Committee is October 6, 2016.

6. Street Events Update.

C. Pereira provided a verbal update regarding the recent Fall Festival event held on September 17, 2016. She advised that some vendors did not show-up and the weather did not cooperate; hence, the event was not as successful as it could have been.

Moved by: Siegfried Wall  
Seconded by: Elizabeth Buslovich

THAT the verbal update regarding the Fall Festival event be received.

**Carried**

J. Playter queried the Board of Management regarding booking the Newmarket Citizen's Band to play at the Candle Light Parade. She advised that she would reserve the ensemble.

O. Paiva requested funding allocation for the Monster Bash event scheduled for October 29, 2016.

Moved by: Jackie Playter  
Seconded by: Rory Rodrigo

THAT an amount of \$2500 be allocated to the Monster Bash event scheduled for October 29, 2016.

**Carried**

7. Photograph Licensing Fees Discussion. (Deferred from the July 19, 2016 meeting)

The Chair advised that the matter of Photograph Licensing Fees Discussion would be deferred to the next scheduled meeting in October as he has not had an opportunity to speak with the website designer as yet.

Discussion ensued regarding challenges associated with vendor set-up information on the Main Street BIA website. A suggestion was made that website maintenance should be a remunerated position. Further discussion ensued regarding the feasibility of a fee collected directly from business owners for website inclusion.

8. Correspondence from Mr. A. Brouwer, Director of Legislative Services/Town Clerk regarding upcoming Ward 5 By-election.

Moved by: Olga Paiva  
Seconded by: Peter Mertens

THAT the correspondence from Mr. A. Brouwer, Director of Legislative Services/Town Clerk regarding the upcoming Ward 5 By-election be received for information.

**Carried**

**Closed Session**

There was no requirement for a Closed Session.

**New Business**

- a) Anne Martin advised that she, along with Olga Paiva and Carmina Pereira have offered to organize the Main Street Merchants Christmas gathering. She advised that more details will be available at the next scheduled Board of Management meeting.

b) The Chair suggested the appointment of Carmina Pereira as Chair of the Marketing Sub-committee.

Moved by: Olga Paiva  
Seconded by: Anne Martin

THAT Carmina Pereira be appointed as Chair of the Marketing Sub-committee.

**Carried**

c) Jackie Playter advised that the opening of the newly refurbished Old Town Hall is scheduled for Friday, September 23, 2016.

d) Olga Paiva requested that the Town of Newmarket staff send monthly notices to Main Street businesses and tenants regarding the waste pick-up schedule and placement of items curbside in a timely fashion.

e) Discussion ensued regarding the feasibility of space allocation for BIA material and supplies at the Operations Centre on Maple Hill Court or alternatively, in a pod in the P3 parking area.

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

Moved by: Carmina Pereira  
Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Board of Management requests space allocation to house material and supplies at the Operations Centre located on Maple Hill Court or in a pod in the P3 parking area.

**Carried**

f) Siegfried Wall queried the future tenancy of the building formerly known as the Bank of Montreal.

g) Olga Paiva queried the status of the construction of the proposed restaurant at the location formerly known as the York Blueprint Building.

h) Siegfried Wall queried the BIA representation at the Old Town Hall re-opening event.

**Adjournment**

Moved by: Carmina Pereira  
Seconded by: Rory Rodrigo

THAT the meeting adjourn.  
**Carried**

There being no further business, the meeting adjourned at 8:25 p.m.

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Date

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G. Wilson, Chair