



Town of Newmarket
AGENDA

**MAIN STREET DISTRICT BUSINESS
IMPROVEMENT AREA BOARD**

21 February 2017 at 7:30 PM
Hall #2, Community Centre, Doug Duncan Drive

Agenda compiled on 15/02/2017 at 9:00 AM

Additions/Corrections to Agenda

Declarations of Pecuniary Interest

Presentations

Deputations

- 1 Representatives from the Newmarket Car Club to address the Board of Management regarding a Car Show in June

Approval of Minutes

- 2 BIA Minutes of January 17, 2017
- 3 Marketing Sub-Committee Report/Minutes

Items

- 4 Street Events Update
- 5 Financial Update
- 6 Newmarket Downtown Development Committee Update
- 7 Website Invoice Update
- 8 Outdoor Patio Discussion

Closed Session (if required)

New Business

Adjournment



Town of Newmarket
MINUTES

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

Tuesday, January 17, 2017 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, January 17, 2017 in Hall # 2 of the Community Centre - 200 Doug Duncan Drive, Newmarket.

Members Present: Glenn Wilson, Chair
Councillor Bob Kwapis
Elizabeth Buslovich
Anne Martin
Peter Mertens
Olga Paiva
Carmina Pereira
Jackie Playter
Rory Rodrigo

Absent: Siegfried Wall

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/Corrections to Agenda

None.

Declarations of Pecuniary Interest

None.

Presentations

None.

Deputations

None.

Approval of Minutes

1. Main Street District Business Improvement Area Board of Management Minutes of November 15, 2016.

Moved by: Councillor Kwapis
Seconded by: Elizabeth Buslovich

THAT the Main Street District Business Improvement Area Board of Management Minutes of November 15, 2016 be approved.

Carried

Items

2. Riverwalk Art and Lighting Project.

The Economic Development Officer provided a verbal update regarding a proposed public art and lighting initiative to be installed under the Water Street bridge and along the Holland River shoreline near the Water Street bridge in an effort to create a public art installation using projected light displays.

O. Paiva expressed concerns with respect to potential light pollution to neighbouring businesses and residential tenants.

The Economic Development Officer suggested that Members attend the demonstration display scheduled with the provider and further discussion could take place after that.

Moved by: Jackie Playter
Seconded by: Rory Rodrigo

THAT the verbal update by the Economic Development Officer regarding the proposed public art and lighting initiative be received.

Carried

3. Marketing Sub-committee Report

The Chair distributed copies of the Marketing Sub-committee Minutes of November 22, 2016.

Moved by: Peter Mertens
Seconded by: Elizabeth Buslovich

THAT the Marketing Sub-committee Minutes of November 22, 2016 be received.

Carried

4. Street Events Update

Carmina Pereira provided a verbal update about the next scheduled street event being 'Easter Celebrations'. She advised that proposed dates for the remainder of the 2017 street events will be determined at the next Marketing Sub-committee meeting.

The Chair advised that he met with Town representatives regarding a proposed event for July 22, 23, 2017 being a series of short theatrical productions at various stage locations across Town. He advised that he would provide more information once it becomes available.

Moved by: Elizabeth Buslovich
Seconded by: Rory Rodrigo

THAT an amount of \$2500.00 be approved for Easter celebration expenses and an additional \$500.00 be allocated for advertising of the Easter festivity.

Carried

5. Financial Update

The Economic Development Officer advised of no financial update at this time as the fiscal year has just begun and the 2016 year end documents are not yet available.

6. Ratification of Actions of E-mail Consensus for additional funding of Prior Approved Budget Items (Radio Advertisement increase and Purchase of Recognition Plaques)

Moved by: Peter Mertens
Seconded by: Jackie Playter

THAT an amount of \$330.00 be confirmed for additional expense as was agreed to by e-mail consensus for payment of the extra radio advertisement promotions during the holiday season.

Carried

Moved by: Jackie Playter
Seconded by: Olga Paiva

THAT an amount of \$50.00 be confirmed for additional expense as was agreed to by e-mail consensus for payment of two extra recognition plaques.

Carried

The Chair advised that he would send an e-mail to the area merchants to obtain feedback about the radio advertising and if such proved favourable to their businesses.

The Chair further advised that a future agenda item for discussion could be development of a policy related to recognition processes.

Discussion ensued regarding the feasibility of new business owners attending Main Street District Business Improvement Area Board of Management meetings to introduce themselves and provide information about their enterprise. Further discussion ensued regarding the feasibility of monthly newsletter production.

7. Newmarket Downtown Development Committee Update

The Economic Development Officer advised that the next scheduled Newmarket Downtown Development Committee meeting is February 1, 2017 and he would provide more information at next month's Main Street District Business Improvement Area Board of Management meeting about the applications to date.

Moved by: Olga Paiva
Seconded by: Councillor Kwapis

THAT the verbal update by the Economic Development Officer regarding the Newmarket Downtown Development Committee be received.

Carried

8. Photograph Licensing Fees Discussion

The Chair advised that he recently purchased four photographs for use on the Main Street District Business Improvement Area Board of Management website. He further advised he would contact the website designer in an effort to settle the account for the six photographs that have been used on the BIA website since its inception.

A suggestion was made to have visitors to Main Street submit photographs of various attended events with the intention of using same on the Main Street District Business Improvement Area website.

Discussion ensued regarding the outstanding invoice to the website designer and the current host domain. The Chair advised he would investigate the host domain being used currently and this matter would be deferred to a future meeting once more information has been obtained.

Councillor Kwapis advised that he provided a Notice of Motion at the last Committee of the Whole meeting requesting staff review options, best practices and by-laws that are used by towns and cities to prevent and/or manage unsightly vacant storefronts in areas of special interest such as Main Street and report back within 120 days.

Closed Session

The Chair advised there was no requirement for a closed session.

New Business

a) Olga Paiva queried the Economic Development Officer regarding the status of the Ontario Business Improvement Area membership dues.

A suggestion was made to discuss the upcoming Ontario Business Improvement Area conference at the February, 2017 Main Street District Business Improvement Area Board of Management meeting.

Adjournment

Moved by: Jackie Playter
Seconded by: Councillor Kwapis
THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 9:03 p.m.

Date

G. Wilson, Chair