

Tuesday, May 15, 2018 at 7:30 PM
Hall #2, Community Centre

Additions & Corrections to the Agenda

Declarations of Pecuniary Interest

Presentations & Recognitions

1. Banners on Main Street for the National Ten Minute Play Festival

Note: Town of Newmarket Sponsorship/Marketing Team will be in attendance to present on this matter.

Deputations

Approval of Minutes

2. Main Street District Business Improvement Area Board of Management Meeting Minutes of April 23, 2018
3. Marketing Sub-Committee Reports/Meeting Minutes

Items

4. Street Events Update
5. Financial Update
6. NDDC Update
7. Staff Update
 - a. Downtown Revitalization Grant Update

New Business

Adjournment



Main Street District Business Improvement Area Board of Management

Monday, April 23, 2018 at 7:30 PM
Hall #3

The meeting of the Main Street District Business Improvement Area Board of Management was held on Monday, April 23, 2018 in the Community Centre, Hall #3.

Members Present: Glenn Wilson, Chair
Councillor Kwapis
Carmina Pereira
Rory Rodrigo
Peter Mertens
Elizabeth Buslovich
Siegfried Wall
Anne Martin (7:57- 8:54 PM)

Regrets: Jackie Playter
Olga Paiva

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

Guests: Neil Tushingam, Event & Media Coordinator, York Pride Fest
Dave Williams, Festival Coordinator, York Pride Fest

The meeting was called to order at 7:30 PM.

Glenn Wilson in the Chair.

Additions & Corrections to the Agenda

The Chair advised of the following addition to the agenda:

- (1) Deputation by Neil Tushingam and Dave Williams, York Pride Fest

Moved by: Rory Rodrigo
Seconded by: Carmina Pereira

- 1. That the addition to the agenda be approved.

Carried

Declarations of Pecuniary Interest

None

Presentation & Recognitions

None

Deputations

1. Deputation by Neil Tushingham and Dave Williams, York Pride Fest

Neil Tushingham and Dave Williams addressed the Board to provide an update regarding York Pride Fest 2018, being held on Saturday, June 16, 2018. They advised that the theme for this year's festival is "All Together Now" and further advised that the parade will begin at 3:00 PM. In addition to the parade, programming will be taking place at Riverwalk Commons which will include two stages of various entertainments, a beer garden and a fireworks finale. In addition, they advised that a request was made to the Town for banner to be placed on Main Street in the weeks leading up to the parade until the end of Pride Week on Sunday, June 17, 2018. Further, they advised that York Regional Police are hosting a breakfast fundraiser on Friday, June 1st, starting at 7:30 AM. The Board Members expressed their support for the event and requested that they be involved in planning as early as possible. Further discussion ensued regarding mitigating disruption to businesses on the street and minimizing interference with traffic in downtown area. Lastly, Neil Tushingham and Dave Williams advised that in 2019, the festival will likely take place on the same weekend in June and that meetings could be held in advance between the festival organizers and the Board of Management.

Moved by: Peter Mertens

Seconded by: Siegfried Wall

1. That the deputation by Neil Tushingham and Dave Williams, York Pride Fest be received.

Carried

Approval of Minutes

2. Main Street District Business Improvement Area Board of Management Minutes of March 20, 2018

Moved by: Rory Rodrigo
Seconded by: Elizabeth Buslovich

1. That the Main Street District Business Improvement Area Board of Management Minutes of March 20, 2018 be approved.

Carried

3. Marketing Sub-committee Report/Minutes

There were no minutes to distribute.

Items

4. Street Events Update

- (1) Mother's Day

Carmina outlined the advertising plans for Mother's Day, including a contest with a prize of 100 Main Street Bucks.

Moved by: Rory Rodrigo
Seconded by: Siegfried Wall

1. That \$523.00 be allotted for the Mother's Day event to cover advertising costs and the contest prize of 100 Main Street Bucks.

Carried

- (2) Canada Day

Carmina advised that in previous years businesses have not always followed through on commitments to participate in the street wide Canada Day event. For this reason, she proposed implementing a refundable deposit for members as part of the vendor application for the Canada day event. She advised that the deposit would be returned to those who participated for the full day but would be retained in situations where those who registered did not end up participating or shut down early. She advised that this would help to ensure the street is full during the event and to minimize revenue loss. It was stated that rules regarding participation in the event, including the refundable deposit fee and the start and end time of the event would be clearly stated on the vendor application form and outlined in an email to members.

Moved by: Carmina Pereira
Seconded by: Elizabeth Buslovich

1. That a refundable deposit of \$100.00 be collected from each member submitting a vendor application form for the Canada Day event.

Carried

Moved: Carmina Pereira
Seconded by: Peter Mertens

1. That \$9000.00 be allotted for the Canada Day event, including event and advertising costs.

Carried

Moved by: Councillor Kwapis
Seconded by: Siegfried Wall

1. That the Street Events update be received.

Carried

4. Financial Update

The Business Development Specialist provided a financial update outlining approved 2018 budget figures, total revenue, net income, funding commitments and remaining B.I.A funds.

Moved by: Councillor Kwapis
Seconded by: Carmina Pereira

1. That \$600.00 be allotted for payment of the Historic Downtown Main Street sign.

Carried

Moved by: Elizabeth Buslovich
Seconded by: Siegfried Wall

1. That the verbal financial update by the Business Development Specialist regarding the Main Street District Business Improvement Area Board of Management revenue and expenses to date be received.

Carried

5. NDDC Update

The Business Development Specialist provided an update from the most recent Newmarket Downtown Development Committee meeting outlining the approved applications and items of discussion.

Moved by: Carmina Pereira
Seconded by: Elizabeth Buslovich

1. That the NDDC update be received.

Carried

6. Staff Update

(1) Downtown Revitalization Grant

The Business Development Specialist advised that Newmarket has received a grant from AMO and OMAFRA in the amount of \$104,000.00. She further advised that there are specific requirements associated with how the grant can be used, specifically related to infrastructure development. She further advised that senior staff have met to discuss various options for projects that fit within the grant requirements. She advised that one proposed project is to re-develop the parking lot behind the Bike Shop (located on Cedar Street) and a downtown waste removal study.

(2) Soofa Benches

The Business Development Specialist advised that the Soofa Benches continue to collect data. It was determined that staff would attend the June B.I.A. meeting to provide an update on the data collected and the various reports available through the Soofa Benches.

(3) BIA Election

Councillor Kwapis advised that preparations for the BIA election have begun, and that staff are working on updating the eligibility list and the voters list. He advised that a communication plan would need to be developed, and that the Board Members should help to promote the election and encourage members to vote.

Moved by: Rory Rodrigo
Seconded by: Siegfried Wall

1. That the staff update be approved.

Carried

New Business

(a) Mulock Farm Property and Tennis Courts

Questions were raised regarding the Mulock Farm property, potential re-location of tennis courts and potential relocation of the library. Councillor Kwapis advised that many ideas and options are being presented as part of the public consultation phase of the project, but that no decisions have been made at this point.

(b) Bike Shop

A question was raised regarding the timeframe for when the Bike Shop will open. Staff advised that the owners are currently undergoing interior renovations and it should be opening soon.

(c) Overnight Parking in the north lot of Old Town Hall

A question was raised regarding parking restrictions in the north parking lot of the Old Town Hall. It was mentioned that the parking spots were originally marked for 24 hour parking but that signs now indicate that overnight parking is not permitted. Councillor Kwapis advised that staff has been directed to review parking options in the downtown area as a whole. The Business Development Specialist advised that if the B.I.A. wanted to suggest a change to the Parking By-law, the Board Members would be required to make a motion recommending the change to Council and that recommendation would be brought to a Committee of the Whole process. Council Kwapis further advised that Council recently adopted a temporary parking permit program which allows residents to apply online for an overnight parking permit, for a maximum of 15 days per licence plate.

(d) Speed Mitigation on Main Street

There was a request for an update regarding speed mitigating measures on Main Street. Councillor Kwapis advised that data analysis was conducted and it was determined that the speeds on Main Street did not justify speed mitigation measures at this time, and that there were very few infractions noted.

(e) Tragedy on Yonge Street in Toronto

The Board Members took a moment to acknowledge the victims of the tragedy that took place earlier in the day at the Yonge Street and Finch Avenue area in Toronto.

(f) Waste disposal in the downtown area

A question was raised regarding a waste disposal plan for the downtown area. It was noted that the Board wanted to be consulted if a new plan is brought forward by staff. The Business Development Specialist advised that there is a plan for a potential garbage study or project as part of the Downtown Revitalization Grant and that staff will bring information to the Board Members when it becomes available.

(g) Website

The Chair advised that the BIA website is active again. He further advised that the website has been updated to include upcoming events and the Canada Day vendor application. He encouraged Board Members to promote and use the website.

Closed Session (if required)

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

Adjournment

Moved by: Rory Rodrigo
Seconded by: Carmina Pereira

1. That the meeting adjourn at 8:54 PM.

Carried

Date

G. Wilson, Chair