



**Town of Newmarket**  
**Minutes (Special Meeting)**  
**Main Street District Business Improvement Area**  
**Board of Management**

Date: Wednesday, November 11, 2020  
Time: 8:00 AM  
Location: Electronic VIA ZOOM  
See How to Login Guide

Members Present: Tom Hempen, Chair  
Allan Cockburn, Vice Chair  
Councillor Kwapis  
Councillor Twinney (8:02 AM - 10:07 AM)  
Rob Clark (8:22 AM - 10:07 AM)  
Debbie Hill  
Jennifer McLachlan  
Ken Sparks (8:00 AM - 9:51 AM)

Members Absent: Mark Iacovetta  
Omar Saer

Staff Present: E. Hawkins, Business Development Specialist  
J. Grossi, Legislative Coordinator

Others Present Rob Dale, Master Coach, Rhapsody Strategies

The meeting was called to order at 8:00 AM.  
Tom Hempen in the Chair.

**1. Notice**

Tom Hempen advised that all Town facilities were closed to the public, and that members of the public were encouraged to attend an electronic Advisory

Committee or Board Meeting by joining through the ZOOM information provided with the agenda.

**2. Additions and Corrections to the Agenda**

None.

**3. Conflict of Interest Declarations**

None.

**4. Deputations**

None.

**5. Items**

**5.1 Main Street District Business Improvement Area Board of Management Strategic Priority Development Workshop**

Rob Dale, Master Coach, Rhapsody Strategies reviewed the shared document that the Main Street District Business Improvement Area Board of Management contributed to with their ideas for short-term strategies (see attached). The Board discussed the values of the BIA and the markets that were being targeted through the delivery of this strategy.

The Members further discussed new issues introduced by COVID-19 and evaluated the groups that were most affected by them. They brainstormed potential goals for the next six to twelve months and identified specific tactics that would assist in achieving the goals. Rob Dale advised that a short-term strategic priority document would be presented to the Main Street District Business Improvement Area General Membership at their Annual General Meeting on November 19, 2020.

**6. Adjournment**

Moved by: Allan Cockburn

Seconded by: Rob Clark

1. That the meeting be adjourned at 10:07 AM.

**Carried**

Tom Hempen, Chair

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Date