



Town of Newmarket How to attend an Electronic Advisory Committee or Board Meeting

As all Town facilities remain closed to the public, members of the public can attend an electronic Advisory Committee or Board Meeting by joining through ZOOM.

These instructions are for the public and not Committee or Board Members. **The public will join in “listen only” mode (as an “Attendee”).**

Meeting: Newmarket Business Improvement Area (BIA)
Date: Wednesday, April 7, 2021 at 8:30 AM
Location: Electronic VIA ZOOM Meeting

How to Join the Meeting by laptop, tablet, iPad, phone or computer:

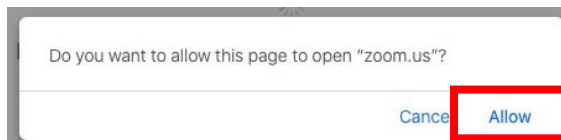
1

Click the link to the ZOOM Meeting below:

<https://townofnewmarket.zoom.us/j/91789041469?pwd=azVadGpKOVISS01Hc1R3UFU4dzlaQT09>

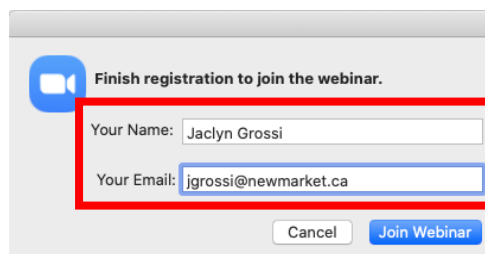
2

The link will open in your browser and the following pop-up will appear, click “Allow”



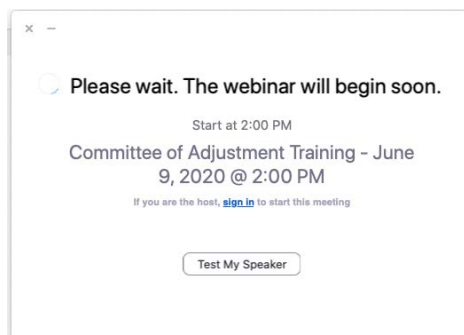
3

Type your First and Last name into the “Your Name” field and type your email into the “Your Email” field. Then click “Join Webinar”.



4

The following pop-up window will appear, and you will join the meeting when it begins.



Reminder – you will only be able to listen and view the meeting, your camera and audio will not be on.

5

When the meeting begins you will be able to see the Committee or Board Members and Staff who are attending the meeting.

How to Join the Meeting by telephone:

1

Dial one of the numbers below:

647 374 4685 or
647 558 0588

2

Follow the telephone prompts and input the following information:

Meeting ID: 917 8904 1469 followed by #

There is no Participant ID, just press #

Passcode: 875388 followed by #

You will be placed in a “waiting room” until the meeting begins

3

Once the meeting begins, the telephone operator will advise that you have joined as an attendee and that you will be muted throughout the meeting.

Technical Tips

- ✓ **You will be attending the meeting in “listen only mode” (i.e., without your video or audio on)**
- ✓ If you cannot connect, check your internet connection by going to another website (such as www.newmarket.ca) - If the internet is not working on other sites, you may need to reboot your device or modem



If your screen freezes, try to refresh or you may need to disconnect from the meeting and then reconnect using the link above

- ✓ If you get disconnected, rejoin the meeting using the link above



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Wednesday, April 7, 2021
Time: 8:30 AM
Location: Electronic VIA ZOOM
See How to Login Guide

Pages

1. Notice

At this time, the Municipal Offices remain closed to the public. This meeting will be available VIA ZOOM Meeting at newmarket.ca/meetings.

2. Additions and Corrections to the Agenda

3. Conflict of Interest Declarations

4. Presentations & Recognitions

4.1. Pub Crawl Experience Update

2

Note: Ariana Laxdal, Chief Event Specialist and Co-founder, RiLax Event Management services will be in attendance to provide a presentation on this matter.

1. That the presentation provided by Ariana Laxdal, Chief Event Specialist and Co-founder, RiLax Event Management regarding the Pub Crawl Experience Update be received.

5. Deputations

6. Approval of Minutes

6.1. Main Street District Business Improvement Area Board of Management Meeting Minutes of March 3, 2021

26

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 3, 2021

be approved.

7. Items

7.1. Newmarket Chamber of Commerce Networking Breakfast

7.2. WordPress Business Pro Invoice

1. That the Main Street District Business Improvement Area Board of Management approve the HostPapa invoice regarding WordPress Business Pro for the amount of \$243.40.

7.3. Council Workshop regarding Boards and Committees of Council

7.4. Sub-Committee Reports

- Street Events
Members: Jennifer McLachlan, Ken Sparks, Tom Hempen & Debbie Hill
- Advertising
Members: Jennifer McLachlan, Omar Saer & Rob Clark
- Strategic Priority
Members: Rob Clark, Al Cockburn & Mark Iacovetta
- COVID-19 Marketing & Advertising
Members: Tom Hempen, Rob Clark, Ken Sparks and Omar Saer
- Website
Members: Rob Clark, Debbie Hill, Ken Sparks, Councillor Kwapis and Jennifer McLachlan

7.5. Garbage Update

7.6. Parking Update

7.7. Staff Update

7.7.1. Financial Update

- Vendor Payment Process

7.7.2. Financial Incentive Program Staff Working Group Update

8. New Business
9. Closed Session (if required)
10. Adjournment

MAIN STREET BIA PROGRESSIVE PUB CRAWL EXPERIENCE

Powered By:



EVENT LOGISTICS

Restaurants on Board
Tickets
Dates and Times



RESTAURANTS ON BOARD



1st Stop: Cachet

Providing Charcuterie, and a bucket from White Claw filled with two flavours of White Claw and two types of Market Brewing Co. Beer



2nd Stop: Ground Burger Bar

Items to be confirmed – Suggested Poutine or Onion Rings and a Cider per person



3rd Stop: Hungry Brew Hops

Pending - Items to be confirmed



4th Stop: Olde Village Free House

Pending - Items to be confirmed




Bonus Stop: Old Flame Brewery

Pending – Possible attendees get a sample, and discount off full pint



TICKETS

- Tickets will be sold at \$100.00 per person and be sold online through Snapd Tix. 
- Tickets will go on sale at 10:00 am on Friday April 23, 2021
- Ticket Copy will Include:
 - Restaurants involved with what food and drink item each is providing
 - Event is happening rain or shine
 - Must be 19+ to purchase ticket
 - Refunds will be offered if event is cancelled due to a lockdown



DATES AND TIMES

- Pub Crawl will run every Thursday for the month of July 2021
- Dates are : July 1, July 8, July 15, July 22, and July 29
- Time Slots are as follows:

Time Slot 1

4:00 pm - 4:45 pm
4:45 pm - 5:30 pm
5:30 pm - 6:15 pm
6:15 pm - 7:00 pm

Time Slot 3

5:30 pm - 6:15 pm
6:15 pm - 7:00 pm
7:00 pm - 7:45 pm
7:45 pm - 8:30 pm

Time Slot 2

4:45 pm - 5:30 pm
5:30 pm - 6:15 pm
6:15 pm - 7:00 pm
7:00 pm - 7:45 pm

Time Slot 4

6:15 pm - 7:00 pm
7:00 pm - 7:45 pm
7:45 pm - 8:30 pm
8:30 pm - 9:15 pm



CREATIVE

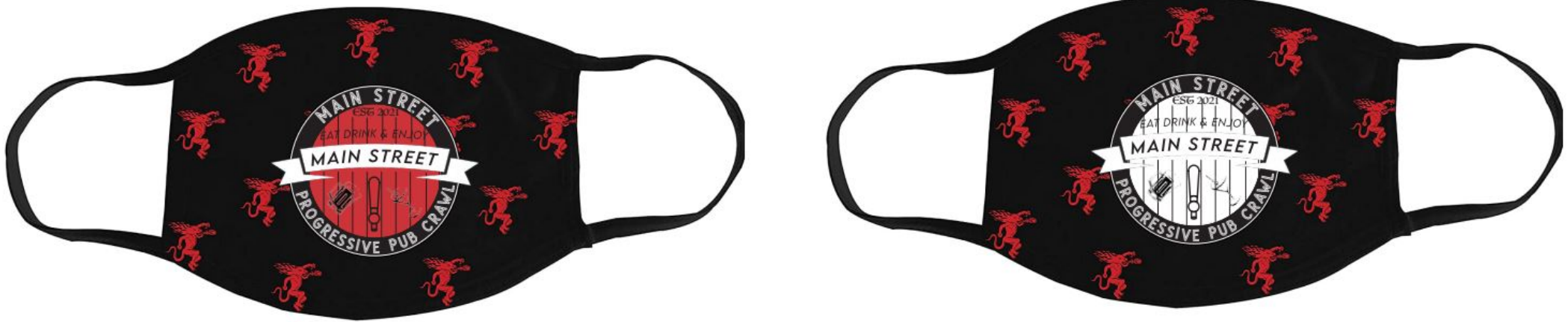
Potential Logos
Lanyard Mock Up
Face Mask Mock Up





POTENTIAL LOGOS





FACE MASK MOCK UP





LANYARD MOCKUP

- Updated Version is being created
- Lanyard itself will have the pub crawl logo and Market brewing logo



SPONSORS





SPONSOR FOR
LANYARDS





SPONSOR
FOR FACE
MASKS





ADDITIONAL SPONSORS

More Coming!



SOCIAL MEDIA STRATEGY

Phase 1

Phase 2

Phase 3



PHASE 1

DETERMINING RESTAURANTS



DETERMINING RESTAURANTS - QUESTION #1

17

If you had to choose what would be your favourite restaurant or pub on Main Street in Newmarket?

IF YOU HAD TO CHOOSE,
WHAT WOULD BE YOUR
FAVOURITE RESTAURANT
OR PUB ON MAIN STREET
IN NEWMARKET?



Tell us Below

10:08
Messages

Pub Crawl 4d

IF YOU HAD TO CHOOSE,
WHAT WOULD BE YOUR
FAVOURITE RESTAURANT
OR PUB ON MAIN STREET
IN NEWMARKET?

EXCITING NEWS IS COMING YOUR WAY,
BUT FIRST WE NEED YOUR HELP!

NEWMARKET, ONTARIO

Tell us your favourite
below!

Type something....

More

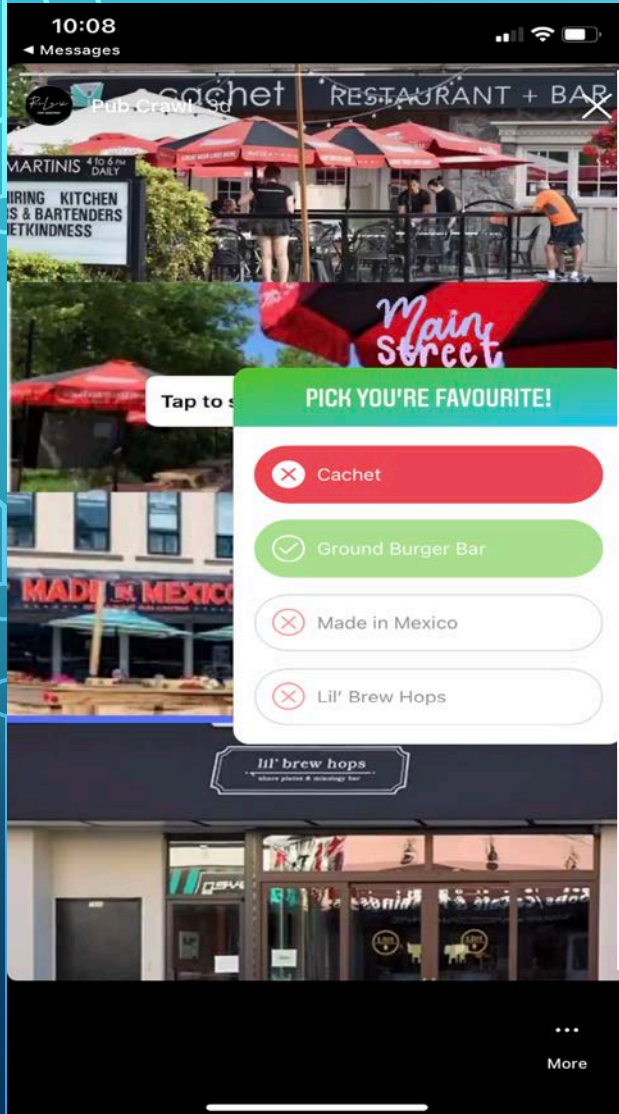
Restaurant Name	# of Votes
Cachet	5
Ground Burger Bar	2
Olde Village Free House	3
Hungry Brew Hops	8
Lil' Brew Hops	3
Made in Mexico	4
Old Flame Brewery	2
Grey Goat	1
Joia	4

32 Votes on this question

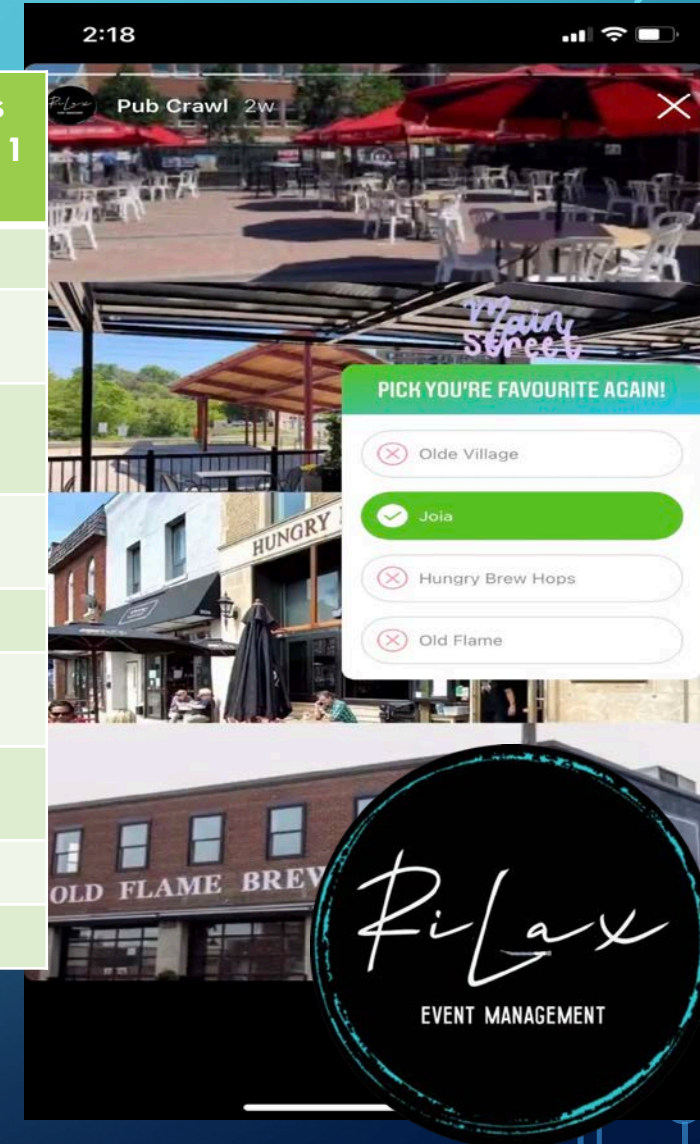


DETERMINING RESTAURANTS – QUESTION # 2

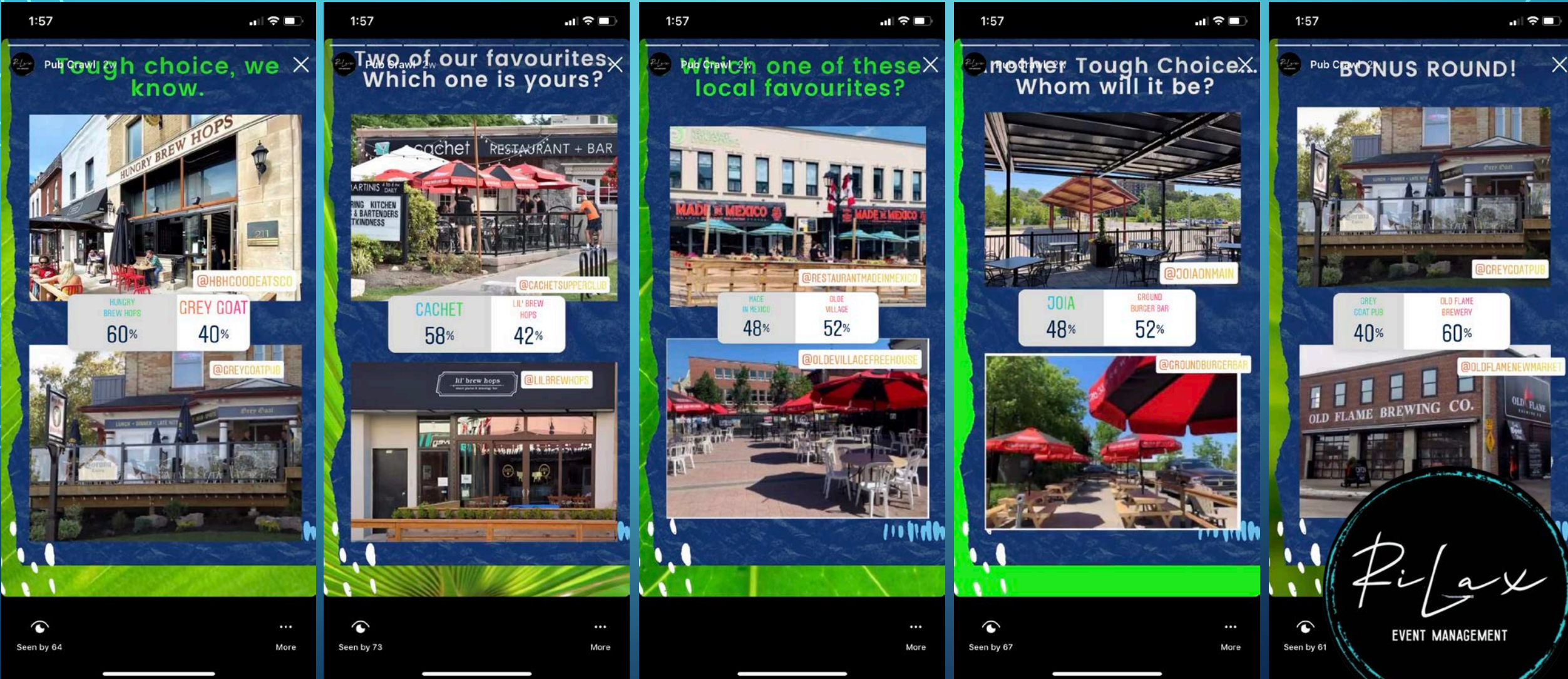
Multiple Choice x 2 : Pick You're Favourite



Restaurant Name	# of Votes from Question 1	# of Votes from Question 2	Total # of Votes from Questions 1 and 2
Cachet	5	36	41
Ground Burger Bar	2	45	47
Olde Village Free House	3	27	30
Hungry Brew Hops	8	49	57
Lil' Brew Hops	3	34	37
Made in Mexico	4	20	24
Old Flame Brewery	2	13	15
Grey Goat	1	0	1
Joia	4	44	48



DETERMINING RESTAURANTS - POLLS



DETERMINING RESTAURANTS – FINAL

Restaurant Name	# of Votes from Question 1	# of Votes from Question 2	Total # of Votes # 1 & 2	# of Votes from Poll # 3	Total # of Votes #'s 1,2, & 3
Cachet	5	36	41	31	72
Ground Burger Bar	2	45	47	25	72
Olde Village Free House	3	27	30	27	57
Hungry Brew Hops	8	49	57	37	94
Lil' Brew Hops	3	34	37	27	64
Made in Mexico	4	20	24	30	54
Old Flame Brewery	2	13	15	30	45
Grey Goat	1	0	1	9	10
Joia	4	44	48	27	75

Top 4 Restaurants: Hungry Brew Hops, Joia, Cachet and Ground Burger Bar



PHASE 2

DRUMMING UP EXCITEMENT



DRUMMING UP EXCITEMENT

1

Post will include videos, Posts, and IGTV of things related to the experience

2

Through the focus of community engagement these ads will engage and create organic conversation to build energy and awareness about the Progressive pub crawl experience

3

Partner and Sponsor stories/recognition



PHASE 3

PROMOTING TICKET SALES



PROMOTING TICKET SALES

- 1/4 page ad in Snapd Newspaper
- Post Instagram story of how the event idea came to life and what you would like to see it become. Which will build want and desire for the event, and make people want to be a part of the start of this event.
- Tickets marketed with incentive (create urgency, get yours before they are gone! ,etc) heavily pushed through Facebook and Instagram.
- Paid Facebook/Instagram ad marketing towards target demographic (Age 30-50, Location Newmarket, Aurora, Bradford, Surrounding Communities, return customers to all parties involved)



THANK YOU
ANY QUESTIONS OR COMMENTS?

Powered By:





Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, March 3, 2021
 Time: 8:30 AM
 Location: Electronic VIA ZOOM
 See How to Login Guide

Members Present: Tom Hempen, Chair
 Allan Cockburn, Vice Chair
 Councillor Kwapis
 Councillor Twinney
 Rob Clark
 Debbie Hill
 Mark Iacovetta
 Jennifer McLachlan
 Ken Sparks

Members Absent: Omar Saer

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

The meeting was called to order at 8:31 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. Presentations & Recognitions

None.

5. Deputations

5.1 Newmarket Minor Softball Association

Glenn Burton, Co-Executive Director, Newmarket Minor Softball Association provided a deputation to the Main Street District Business Improvement Area Board of Management regarding a sponsorship opportunity for the 2021 season. He outlined the requirement for sponsorship for teams, select teams, and registration costs for individual players. He further advised how local businesses and community support can be partnered with minor sports teams, and that sponsorship opportunities were available until approximately March 26, 2021.

Moved by: Mark Iacovetta

Seconded by: Jennifer McLachlan

1. That the deputation provided by Glenn Burton, Co-Executive Director, Newmarket Minor Softball Association regarding the Newmarket Minor Softball Association be received.

Carried

5.2 Easter Seals Ontario - Buy Local, Support Local Campaign

Charlene Myke and Andrea Peterson provided a deputation to the Board regarding the Easter Seals Shop Local, Give Local campaign for 2021. They provided an update on how COVID-19 has impacted Easter Seals and advised that this new opportunity would provide a chance for Main Street businesses to get involved through partnership. The event would run for approximately one month in June 2021.

The Members discussed previous events held by Easter Seals and opportunities to share this information for all merchants on Main Street.

Moved by: Jennifer McLachlan

Seconded by: Councillor Kwapis

1. That the deputation provided by Andrea Peterson, Development Officer and Charlene Myke, Development Manager of Easter Seals Ontario regarding the Buy Local, Support Local Campaign be received.

Carried

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of February 3, 2021

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of February 3, 2021 be approved.

Carried

7. Items

7.1 Digital Main Street Grant Update

Rob Clark provided an update on the gift card program that launched on February 15, 2021. He advised that over 40 gift cards had been sold, and that the Main Street District Business Improvement Area would be eligible for the full grant funding amount. He further reviewed other milestones regarding social media campaigns and advertisements.

7.2 Sub-Committee Reports

Street Events

- Jennifer McLachlan provided the Board with an overview of a pub crawl event opportunity for Summer 2021. She outlined the potential cost to consumers, logistics, and the four step social media plan. She advised that RiLax events would begin phase one of the outreach as soon as possible to develop an event plan.
- Ken Sparks questioned the occurrence of Town run events in the downtown area for 2021, including the Farmers Market location. Councillor Kwapis advised that events were currently being held off until September but Staff would continue to look into ideas as the Provincial direction changes, and that the Farmers Market would continue to operate in the Magna parking lot.

Advertising & Website

- Rob Clark provided an overview of the BIA Newmarket holiday gift card campaign analytics provided by snapd, and the preliminary website planning and strategy document. He asked for any feedback from the Members by the end of the week.
- Rob Clark reviewed the draft full page ad for the Newmarket Chamber of Commerce partnership, and asked for feedback from the Members by the end of the day. Jennifer McLachlan reviewed the \$2500 partnership with the Chamber and advised that it included many beneficial aspects to the BIA including the full page ad, a chamber membership, social media posts, 2021 home show showcase and email blast information to support local merchants.

7.3 Garbage Update

Councillor Kwapis advised that no new issues had been reported since the last meeting. Rob Clark advised that the key fobs for the garbage containers were being programmed and would be available to merchants after a syncing issue was resolved.

7.4 Parking Update

Councillor Kwapis provided the Board with an update regarding the 2021 patio program. He advised that it was to start on April 9, 2021 and run until November 1, 2021, but businesses would be allowed to begin set up on April 6, 2021. He further outlined a few minor changes to the program and placement of some potential temporary patios, and advised that no additional impacts to parking were planned. He advised that the 30 minute

parking on Main Street would continue and that the speed limit would be reduced to 30 km/h.

The Members discussed opportunities to ensure all businesses were aware of the 2021 patio program, the Business Development Specialist advised that the application would be circulated shortly and could be shared with all businesses.

7.5 Staff Update

There were no Staff updates provided at this meeting.

7.5.1 Financial Update

7.5.2 Financial Incentive Program Staff Working Group Update

8. New Business

8.1 Council Updates

- Councillor Kwapis advised that Council approved Commercial Rooftop Patios at their meeting on Monday, March 1, 2021.
- Councillor Kwapis queried the Board on their interest in opportunities for non-restaurant businesses to set up pop-up shops in Riverwalk Commons throughout the summer months. Tom Hempen advised that small shipping containers were being looked at to allow for merchandise to be locked up between uses and overnight.

8.2 Communication with Main Street Businesses

Rob Clark asked the Board for their opinion on ending the meeting with any celebrations on the street, successes from local businesses, new store openings etc. He queried the Board regarding providing new businesses with a welcome package or creating a monthly newsletter for the merchants. Jennifer McLachlan advised that the marketing sub-committee could look at the monthly newsletter update and report back to the Board with ideas.

8.3 Winter Maintenance

Ken Sparks queried the Board on the possibility of hiring Inn From the Cold or Blue Door for additional snow clearing on Main Street sidewalks and curbs. Councillor Kwapis advised that the Town may not be able to partner with these organizations as they may not have the equipment necessary, but the BIA could look into hiring them for next year.

8.4 Community Organizations

Tom Hempen queried the Board on the preferred direction regarding deputants who approach the BIA for funding throughout the year. He advised that in previous years specific meetings for this purpose were set up with approved budgets, but due to the pandemic these did not continue in 2020.

The Members discussed the possibility of developing an application to ensure that funding aligns with mandate, approving a maximum percentage of the budget to be allocated to these opportunities, and how to move forward.

Allan Cockburn advised that he would reach out to Newmarket Minor Softball Association regarding their deputation today.

9. Closed Session (if required)

Tom Hempen advised that there was no requirement for a Closed Session.

10. Adjournment

Moved by: Rob Clark

Seconded by: Allan Cockburn

1. That the meeting be adjourned at 9:58 AM.

Carried

Tom Hempen, Chair

Date