



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: Friday, May 7, 2021 at 8:30 AM
Location: Electronic VIA ZOOM Meeting

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

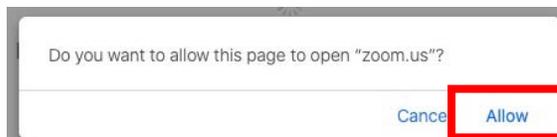
1

Click the link to the ZOOM Meeting below:

<https://townofnewmarket.zoom.us/j/97696580213?pwd=ZkRJV1Q3Y2FRTm0wUXNsazQzb2hiZz09>

2

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



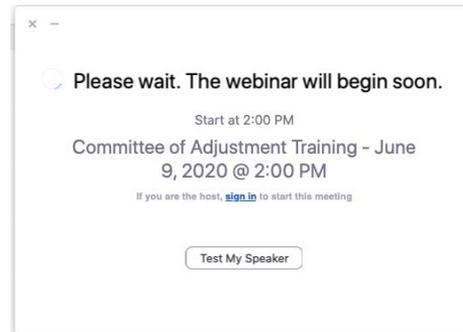
3

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

A registration form titled "Finish registration to join the webinar." It contains two input fields: "Your Name:" with the text "Jaclyn Grossi" and "Your Email:" with the text "jgrossi@newmarket.ca". Below the fields are two buttons: "Cancel" and "Join Webinar". A red box highlights the two input fields.

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: 976 9658 0213 followed by #

There is no Participant ID, just press #

Passcode: 741404 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: Friday, May 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

5. Deputations

6. Approval of Minutes

6.1. Main Street District Business Improvement Area Board of Management Meeting Minutes of April 7, 2021

1

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of April 7, 2021 be approved.

7. Items

7.1. Website Update

Note: Rob Clark will provide an update on this item.

7.2. 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

7.3. Garbage Update

7.4. Parking Update

7.5. Staff Update

7.5.1. Financial Update

7.5.2. Financial Incentive Program Staff Working Group Update

8. New Business

9. Closed Session (if required)

10. Adjournment



Town of Newmarket

Minutes

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

Members Present: Tom Hempen, Chair
 Allan Cockburn, Vice Chair
 Councillor Kwapis
 Councillor Twinney (8:38 AM - 9:17 AM)
 Debbie Hill
 Jennifer McLachlan
 Ken Sparks

Members Absent: Rob Clark
 Mark Iacovetta
 Omar Saer

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

The meeting was called to order at 8:32 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

4.1 Pub Crawl Experience Update

Ariana Laxdal, Chief Event Specialist and Co-founder of RiLax Event Management provided the Main Street District Business Improvement Area Board of Management with a presentation regarding the Pub Crawl Experience. She provided an overview of the participating restaurants and their proposed menu items, additional ticket information, and mock ups of various marketing items. She also presented the confirmed sponsors and the three phase social media strategy.

Members queried the presenter regarding ticket sale dates, logo options and marketing opportunities.

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

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.

Carried

5. Deputations

None.

6. Approval of Minutes

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

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

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

Carried

7. Items

7.1 Newmarket Chamber of Commerce Networking Breakfast

Jennifer McLachlan advised the Board that she would be speaking on behalf of the BIA at the Newmarket Chamber of Commerce Networking Breakfast. She asked the Members to provide her with some ideas or topics that they would like to see highlighted during her segment.

7.2 WordPress Business Pro Invoice

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

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.

Carried

7.3 Council Workshop regarding Boards and Committees of Council

The Legislative Coordinator advised that a Council Workshop has been scheduled for June 7, 2021 to allow all Town of Newmarket Advisory Boards and Committees an opportunity to present their recent work to Council. Jennifer McLachlan volunteered to present on behalf of the BIA.

7.4 Sub-Committee Reports

Street Events

- Tom Hempen advised that street events are currently on hold due to the Public Health measures and that the Town will continue looking at opportunities for the Fall.

Advertising and COVID-19 Marketing & Advertising

- Jennifer McLachlan advised that the partnerships with snapd and the Newmarket Chamber of Commerce were working well, and that additional updates related to social media would be shared as projects moved along.

7.5 Garbage Update

Councillor Kwapis advised that there were no new updates regarding garbage on Main Street, and that the Town is continually working to improve the inground garbage containers.

7.6 Parking Update

Councillor Kwapis advised that letters had been circulated to all residents on D'Arcy Street regarding the 11 or 12 new parking spaces that would be created, once approved by Council.

7.7 Staff Update

7.7.1 Financial Update

The Business Development Specialist reviewed the revised vendor payment process which is to be used to streamline the process between the Town of Newmarket's Finance Department and Board Members. She further advised that this process and an overview of the month end would be distributed by email.

7.7.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist advised that no new applications had been received for the Financial Incentive Program.

8. New Business

8.1 Vendors in Riverwalk Commons

Ken Sparks asked for an update regarding vendors in Riverwalk Commons when Public Health measures allowed.

8.2 Updates

Tom Hempen provided the following updates on behalf of Rob Clark, in his absence:

Website

- COVID-19 Marketing & Advertising Committee meeting will be scheduled to review the wireframes. The final version will be circulate it to the Board of Management via email.

snagd

- Social Media support will begin in May, the retainer hours April were used to support Digital Main Street needs.
- Please provide an updates on the following to assist with social media content creation:
 - New Additions to BIA (new Merchants or changes) i.e. New store
 - Significant upcoming/past/current events
 - Direct News or news that impacts Main Street (good or bad)
 - Commercial Leases available (with details)
 - Properties for sale
 - Accolades/Celebrations (merchants)
 - Residential leases (with details)

9. Closed Session

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

10. Adjournment

Moved by: Ken Sparks

Seconded by: Jennifer McLachlan

1. That the meeting be adjourned at 9:17 AM.

Carried

Tom Hempen, Chair

Date