



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, September 1, 2021 at 8:30 AM
Location: Electronic VIA ZOOM Meeting

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

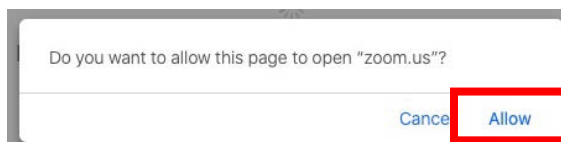
1

Click the link to the ZOOM Meeting below:

<https://townofnewmarket.zoom.us/j/92571787402?pwd=ZCtzUC91MUZJSmRIZk11TTIsOTFWQT09>

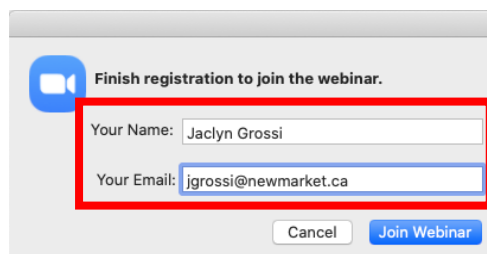
2

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



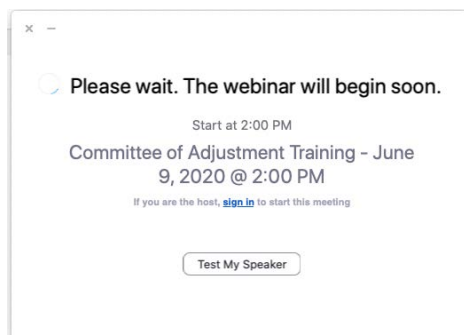
3

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: 925 7178 7402 followed by #

There is no Participant ID, just press #

Passcode: 162872 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: September 1, 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

5.1. Zombie Walk on Main St. In October to Promote Shop Local

1

Note: Jason Coltermman and Lynn McLarnon, St. John Ambulance, will be in attendance to provide a deputation on this matter.

1. That the deputation provided by Jason Coltermman and Lynn McLarnon, St. John Ambulance, regarding a Zombie Walk on Main St. In October to Promote Shop Local be received.

6. Approval of Minutes

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

11

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

approved.

7. Items

7.1. 30 Minute Parking on Main Street

7.2. 2022 BIA Conference - Call for Speakers/Workshops

17

Note: Deadline for applications is Friday, October 1, 2021 at 5:00 PM.

7.3. Sub-Committee Reports

- Street Events

Members: Jennifer McLachlan, Ken Sparks, Tom Hempen & Debbie Hill

- Advertising

Members: Jennifer McLachlan, Omar Saer & Rob Clark

- Website

Members: Rob Clark, Debbie Hill, Ken Sparks, Councillor Kwapis and Jennifer McLachlan

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

Zombie Hunt 2021



Emerging from a pandemic
In support of St. John Ambulance
October xx 2021

Introduction

In 2019 St. John Ambulance volunteers came up with the idea to create a fundraising event to help support our volunteer community service programs offered throughout York Region while also partnering with other local organizations and the communities we serve. We discovered that the hugely successful Toronto Zombie Walk had been cancelled and not run in several years. This helped spark the idea to recreate a Zombie walk in the local community, creating an engaging event that would help St. John Ambulance build stronger community partnerships and raise funds that are needed to support our community services, including Medical First Response, Therapy Dogs, Youth Leadership and Car Seat Safety.

In 2020 as we began planned to host the first Zombie Walk, everything was rapidly changed by the pandemic that forced our volunteers to decide between cancelling the event and modifying it into a virtual experience. The decision was made to go Virtual to help support some of the local businesses that were impacted by the effect of the pandemic.

We were able to create 31 challenges sponsored by 31 community partners. These challenges would help provide exposure for the local businesses in a fun and engaging way that would also allow participants to win incredible prizes. Every challenge was created and designated to a date in October, with a video explanation of the challenge released on the morning of that date.

This year our team is looking to return to the original plan of hosting an in-person Zombie Walk while still working with the local community and businesses. While our top priority is to raise funds for St. John Ambulance, we also want to work with the local community to support organizations and companies that have helped make the town the great place it has become.

Social Media from the 2020 Zombie Hunt

<https://www.facebook.com/YRZombieHunt>

<https://www.instagram.com/explore/tags/yrzombiehunt/>



2020 Virtual Zombie Hunt Success

Some of the successes we had with the 2020 Zombie Hunt:



Over \$2,000 cash and 3,000 lb of food
Collected for
Newmarket & Aroura Food Pantries



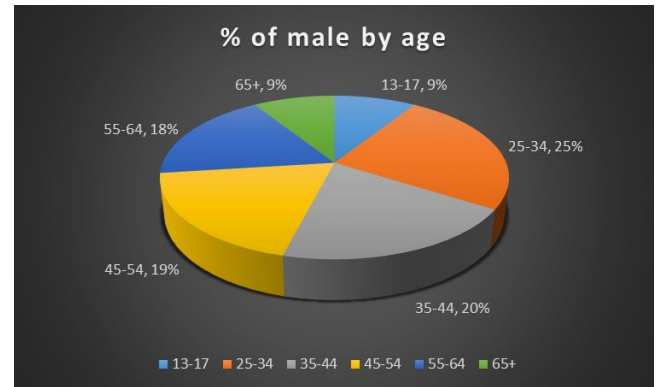
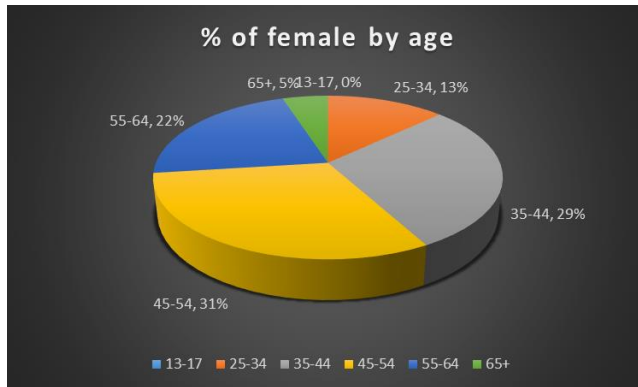
Over \$5,000 worth of
Prizes awarded



31 videos in 31 days
85,000 unique video views
Over 150,000 total video views
14% of people clicked through to
sponsor links

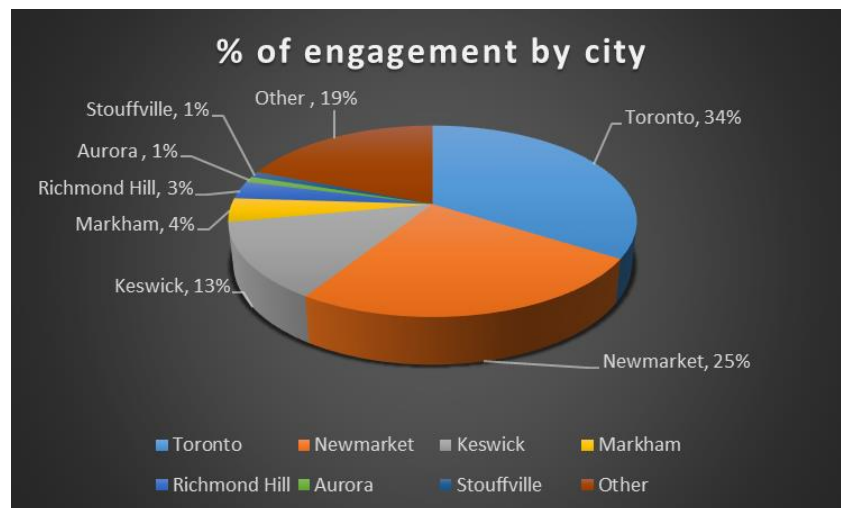
2020 Demographics

86% of Participants were females with families



Location stats

Exposure in 55 countries with over 99% of engagement from Canada



2020 Sponsors

The 2020 Zombie Hunt partnered with 31 local organizations and companies and received public sponsorships from the following partners. We anticipate that many of these sponsors would be interested in returning if the opportunity is made available.



Proposed Plans for the 2021 Zombie Hunt/Walk

The 2021 Zombie Hunt/Walk will be organized by the volunteers from St. John Ambulance, with opportunities available for community partner participation and advisement. Our goal is that each of the community service programs offered by St. John Ambulance will have representation throughout the event. These Programs include Medical First Responders, Youth Leadership, Therapy Dogs and Car Seat education.

Our goal is that this year's event will be in person with various activities for participants to be involved in. The main highlight of this year's event will be the Zombie Walk. In addition, we plan to have a pet-friendly walk, Family activities and a street festival type of atmosphere as we encourage the local businesses to participate by creating some engaging ways to have participant visit their establishments.

The proposed dates for the Zombie walk are October 23rd or October 30th. These dates are on Saturdays leading up to Halloween and should help capture the Halloween spirit as this holiday approaches. Hosting the event on a Saturday would allow the event to start at roughly noon and run through till 7 or 8 pm.

With one of the key focuses for this event being to support the local businesses, we will work with the companies within the event area to help add to the event and feature their business. For example, as the main event winds down, we hope that local establishments will create an “after-party” at their business to encourage individuals and families to remain on Main Street. Thus, once again helping support those local businesses.

If we find a need for additional products or services, vendor space may be available to fill those needs. This space would be made available for a fee, with proceeds going to offset event costs and generate funds for St. John Ambulance.

Family Activities

We are working to create various family-friendly activities that will help keep the entire family entertained and excited to be part of this event. Some examples of activities that are being considered include

Zombie Makeup Tutorials
Zombie Survival Scavenger Hunt
Costume Contests
Zombie Mask creator station
Social media photo booths

Meet a Therapy Dog
Zombie Dance Lessons
Bandaging a Mummy races
Spooky Storytime
Gravestone creators

Fund Raising Aspects

With the 2021 Zombie Hunt being proposed as an in-person event in a public space, attendance at the event will be available at no charge. However, an Official Zombie Walk Insider registration will be offered where participants pay a registration fee that will provide front of the line access to announcements and unique opportunities available during the event. Zombie Hunt Insiders will also receive a Zombie Survival kit filled with special event swag to remember the event.

With General Admission to the event being free, some attractions or activities may have a fee associated with them. Payment for this may be made on an individual basis, or passes will be able to be purchased that will provide access to all activities/attractions available within the pass. For individual activities, tokens/tickets will be provided, and for pass holders, a Zombie Hunt bracelet will be provided. Additionally, Zombie Hunt insiders will receive a bracelet through their survival kit.

As with any community event, St. John Ambulance will rely on our partners and sponsors to help make the 2021 Zombie Hunt a success. For this reason, we will be creating event sponsorship opportunities that will benefit the event and the sponsoring organization. The option will include a Name Sponsor, Feature Sponsors, Activity Sponsors, Survival Kit Sponsor and event participant sponsorships. Each sponsorship level will receive specific benefits, including appropriate marketing materials and mention on all event platforms at a level and frequency that matches the sponsorship opportunity.

Contact

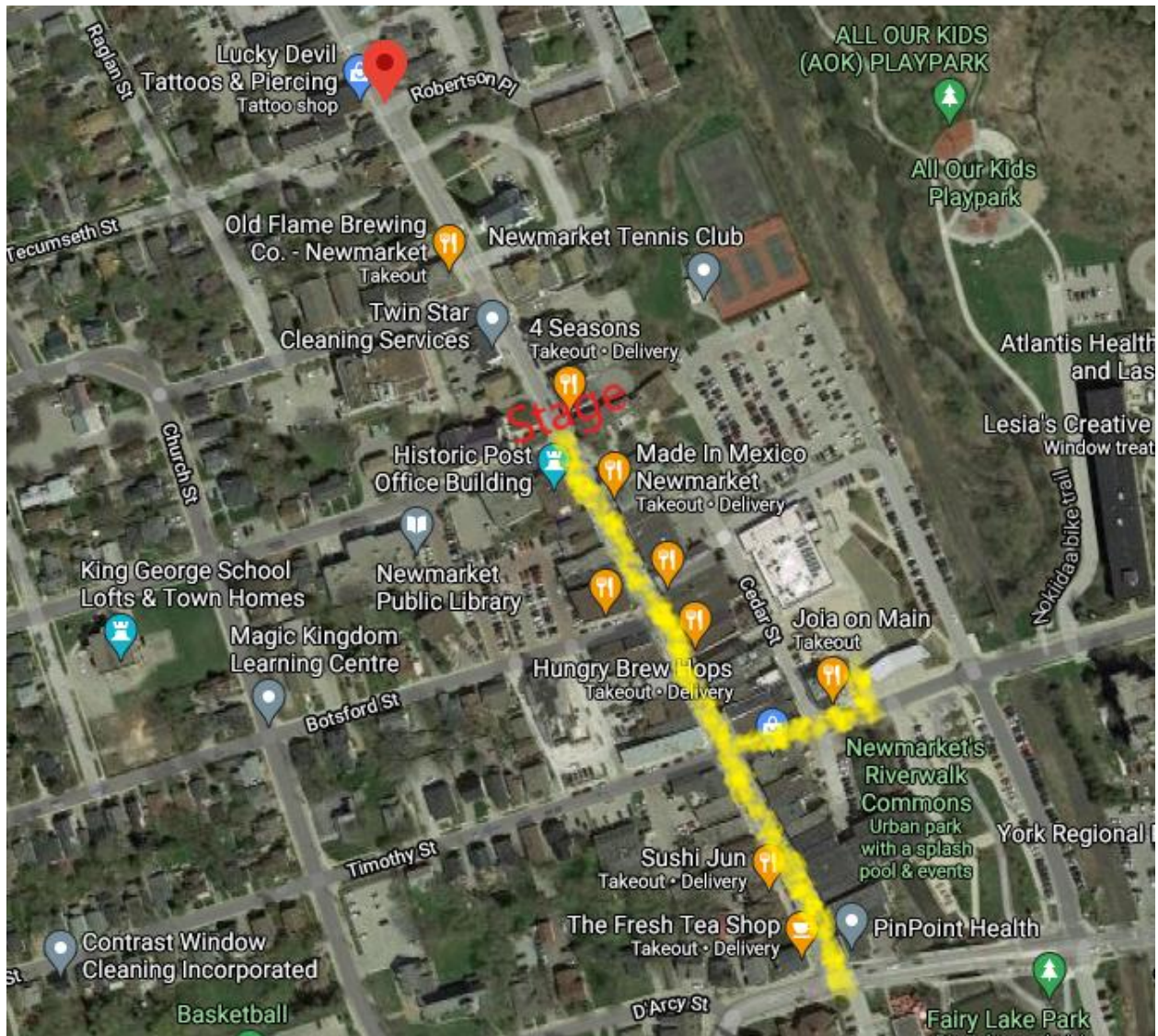


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york.region@sj.ca 905-773-3394

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Business Development
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Lynn McLarnon
Executive Director
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cell: 416-436-0716

Proposed Zombie Walk Path #1



The main event location proposal would be to create a street festival atmosphere with a Halloween focus that would help promote the current **Shop Local** initiatives within Newmarket. For this proposed option we would look at the possibility of closing down Main Street for one day making it easier for participants to move freely up and down the street while taking part in activities and supporting the local businesses who are open during the event. Through this option we would also encourage local businesses to participate in a way that would help attract attention to their business. This option would require a street closure that would impact the local community as traffic would need to be rerouted. We would work with all stakeholders to create a plan that would help ensure the benefits to closing the street to vehicle traffic would outweigh the risks.

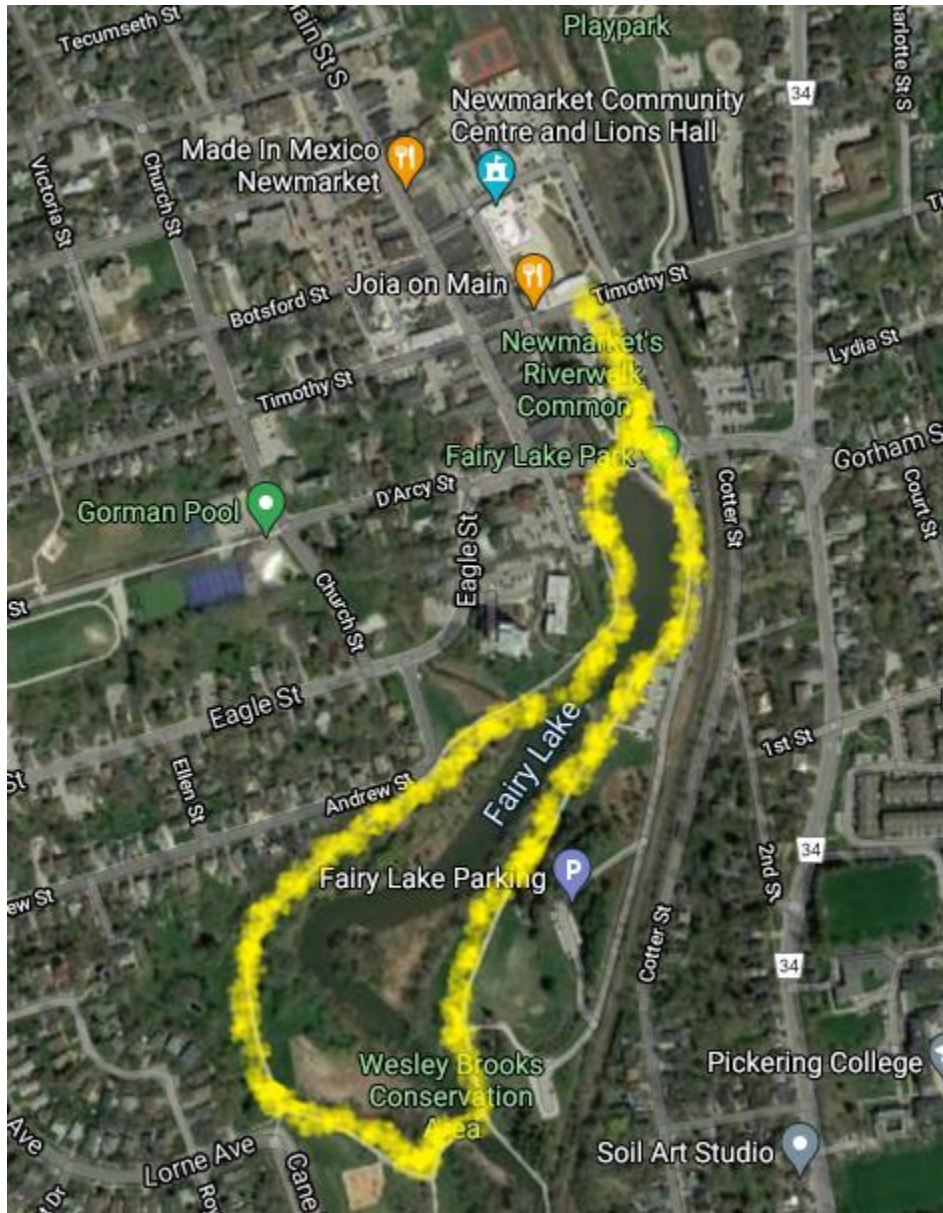
Proposed Zombie Walk Path #2



For this proposed route, we would start the Zombie Walk at Riverwalk Commons. The Zombies will head south on Doug Duncan Drive to Water Street, West on Water St. to Main Street North on Main street to Park Av. Utilizing the walkway on the east side of Main street adjacent to Park Ave, the Zombies will head east through the public parking lot and then south back to River Walk Commons. An alternate route has been identified using the Doug Duncan Drive east off Main street to return to River Walk Commons.

Utilizing this route would minimize the impact on local traffic and enable the local businesses to become part of the event by opening their doors and joining in on the excitement. Utilising this route and location will bring participants away from Main Street and may reduce the number of participants who return to Main Street. However, businesses would be able to gain exposure and create interest from event participants by interacting with Zombie walkers as they walk by the establishments.

Zombie Walk Through the Park #3



Our third proposed option for this event would be to use Riverwalk Commons as a start and finish area and have walkers utilise the Fairy Lake Trail for the event. This option would minimise the local traffic impact with event participants remaining within the park other than a brief timeframe where they would cross the streets to get to the Fairy Lake trail from RiverWalk Commons. Unfortunately this option provides the least amount of exposure and interaction for the local businesses to benefit from the event taking place within the community.



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

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

Members Present: Tom Hempen, Chair
 Councillor Kwapis
 Councillor Twinney
 Rob Clark
 Jennifer McLachlan
 Ken Sparks

Members Absent: Allan Cockburn, Vice Chair
 Debbie Hill
 Mark Iacovetta
 Omar Saer

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

The meeting was called to order at 8:34 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.

The Legislative Coordinator reviewed the process for members of the public to join an electronic Advisory Committee or Board Meeting and how to view all in attendance via ZOOM.

2. Additions and Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Presentations & Recognitions

4.1 Making Main Street Newmarket Accessible

Steve Foglia and Martha Jez provided a presentation to the Main Street District Business Improvement Area Board of Management regarding Making Main Street Newmarket Accessible. They outlined who the Accessibility Advisory Committee is and their mandate, Accessibility for Ontarians with Disabilities Act (AODA), and the benefits of accessibility to all businesses. They also provided examples of available funding for accessibility related projects, partnership opportunities with local school boards, and the linkages to the Newmarket Council Strategic Priorities. The presentation concluded with next steps which included free accessibility audits of any business and a request to share information with the General Membership.

The Board of Management discussed the opportunity to send an email to all businesses, go door to door with additional information, and include information on the website. They also discussed increasing accessibility awareness through social media and snapd articles.

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the presentation provided by Steve Foglia, Chair, Accessibility Advisory Committee (AAC), and Martha Jez (AAC) regarding Making Main Street Newmarket Accessible be received.

Carried

5. Deputations

5.1 Ready, Willing & Able

Kristen Stokl, Ready, Willing & Able (RWA) provided a deputation explaining RWA's model to connect and support businesses through introductions with people with intellectual disabilities and community agencies, to find suitable employment opportunities. She advised that this vision promoted awareness among employers and the general public on inclusive hiring practices. She also provided an overview of the process including pre-hire support and ongoing collaboration after the hiring process was complete.

Moved by: Ken Sparks

Seconded by: Rob Clark

1. That the deputation provided by Kristen Stokl, Labour Market Facilitator regarding Ready, Willing & Able be received.

Carried

6. Approval of Minutes

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

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

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

Carried

7. Items

7.1 Sub-Committee Reports

Street Events

- Jennifer McLachlan provided an overview of the first pub crawl that occurred in June, and thanked all businesses for their support of the event.

- Kwapis advised that the Town was working on potential events for the Fall and that any information would be shared with the BIA as soon as possible.

Advertising

- Rob Clark provided an overview of the May and June reports from snapd regarding engagement and activity. The Board discussed processes for businesses leaving the street and new businesses joining Main Street.

Website

- Rob Clark advised that the website is taking longer than expected, and any further updates would be provided as soon as possible.

7.2 Garbage Update

Councillor Kwapis advised that there were no further updates to garbage on Main Street and that the standing item could be removed from future agendas as the immediate issue had been resolved. Tom Hempen reminded Members that any future concerns can continue to be brought forward during new business.

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the Garbage Update item on Main Street District Business Improvement Area Board of Management agendas be removed beginning in August 2021.

Carried

7.3 Parking Update

Tom Hempen asked for an update on the parking projects in the Main Street area, and Councillor Kwapis advised that Council had discussed short, mid and long term goals earlier this year which were still being rolled out by staff.

The Board of Management discussed the current 30 minute parking limit on Main Street and advised that a survey would be distributed to the

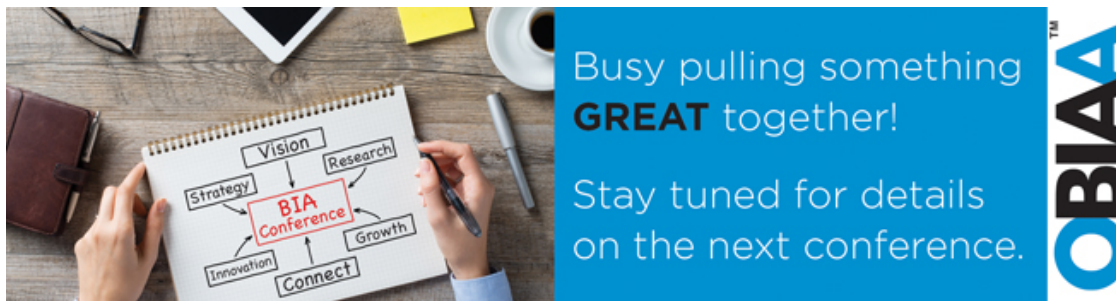
General Membership to gather their feedback prior to the BIA providing a recommendation to the Town on future Main Street parking.

8. Adjournment

The Main Street District Business Improvement Area Board of Management lost quorum and adjourned at 9:40 AM.

Tom Hempen, Chair

Date

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2022 BIA CONFERENCE Call for Speakers/Workshops

The **Ontario Business Improvement Area Association (OBIAA)** is pleased to announce the **2022 BIA Conference** to be held at **Marriott on the Falls in Niagara Falls** from **April 24-27, 2022**.

The 2022 Theme is...

Keep Calm and Power ON

An anticipated attendance of more than 200 delegates and more than 20 exhibitors from across Ontario will provide an excellent networking and educational forum for everyone involved in this Conference.

Please forward this Call for Speakers/Workshops to any other individuals/organizations you feel could make a contribution to the Conference.

Who Should Submit

- BIA Boards of Management
- BIA Staff/Coordinators
- BIA Committee Chairs
- Economic Development Officials & Staff
- Municipal Clerks
- Municipal Planning Officials & Staff
- Commercial/Industrial Brokers & Developers
- Urban Designers & Landscape Architects
- Community Financial Representatives

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- Tourism & Event Management Representatives
- Downtown Revitalization Officials
- Public Works Representatives
- Consultants

Share your Expertise

We invite you to share your innovative ideas at the Conference by submitting proposals for presentations on topics such as:

- Community Engagement
- Media and Crisis Management
- Community Improvement Plans
- Procedural Bylaw – Governance
- Demographics
- Quantification
- Economic Development
- Business Recruitment and Training
- Filling Downtown Vacancies
- Revitalization
- Creative Ideas for a Small Budget
- Social Media Basic and Advanced
- Grant Writing
- Social Issues
- Heritage and Culture
- Urban Design & Standards

Please keep in mind that we are looking for speakers who can add value to our conference - this is not a sales pitch!

Deadline: Friday, October 1 at 5pm

Apply to to be a Speaker Today!

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|Call For Speakers|

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