



Town of Newmarket Agenda

Newmarket Economic Development Advisory Committee

Date: Tuesday, February 13, 2024
Time: 4:00 PM
Location: Cane Room
Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Pages

1. Notice

This meeting will be held in person only at 395 Mulock Drive.

2. Additions & Corrections to the Agenda

3. Conflict of Interest Declarations

4. Presentations & Deputations

5. Approval of Minutes

5.1 Newmarket Economic Development Advisory Committee Meeting Minutes of February 15, 2022 and November 14, 2023

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1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of February 15, 2022 and November 14, 2023 be approved.

6. Items

6.1 Municipal Accommodation Tax (MAT): Growing Newmarket Tourism

Note: Chris Kallio, Economic Development Officer, will speak to this item.

6.2 Treefrog Accelerator Update: International Program and Recent York Region Innovation Funding

Note: Sean Stephens, CEO, and Laurie Baker, Executive Director, Treefrog Accelerator, will speak to this item.

6.3 York Region Economic Development Action Plan: Newmarket Partnership Opportunities

Note: Chris Kallio, Economic Development Officer, will speak to this item.

7. **New Business**
8. **Closed Session (if required)**
9. **Next Meeting**
10. **Adjournment**



Town of Newmarket

Minutes

Newmarket Economic Development Advisory Committee

Date: Tuesday, February 15, 2022

Time: 1:00 PM

Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Donna Fevreau, Chair
Carin Binder (1:02 PM - 2:03 PM)
Robert Bull
Marek Dabrowski
Chris Emanuel
Beric Farmer
Brian Johns (1:02 PM - 2:30 PM)
Jessica Rawlley
Rod Scotland
Darryl Sills
Beth Stevenson
Mayor Taylor
Deputy Mayor & Regional Councillor Vegh (1:02 PM - 1:48 PM)
Edmund Yeung

Members Absent: Steven Bruno
Patrick Horgan
Peter McKinnon

Staff Present: I. McDougall, Chief Administrative Officer
C. Kallio, Economic Development Officer
E. Hawkins, Business Development Specialist
M. Bakuntseva, Coordinator, Market Research & Entrepreneurial
Support
J. Grossi, Acting Deputy Clerk

The meeting was called to order at 1:02 PM.
Donna Fevreau in the Chair.

1. Notice

Donna Fevreau advised 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 at newmarket.ca/meetings.

2. Additions & Corrections to the Agenda

None.

3. Introduction of New Members

Donna Fevreau introduced Chris Emmanuel, President & CEO Newmarket Chamber of Commerce as the newest member of the Newmarket Economic Development Advisory Committee (NEDAC), and Maryna Bakuntseva, Coordinator, Market Research & Entrepreneurial Support as a new staff member in the Town of Newmarket Economic Development department.

4. Conflict of Interest Declarations

None.

5. Presentations & Deputations

5.1 Revitalization of 180 Main Street

Donna Fevreau provided an introduction to the presentation regarding the Revitalization of 180 Main Street, and the Economic Development Officer introduced the representatives of Streetcar Developments.

Alie Warren, Vice President, Sales & Corporate Development, Streetcar Developments provided a presentation which outlined design elements and components at their existing properties being the Broadview Hotel and Gladstone Hotel. The presentation continued with an overview of the floor plans including guest rooms, lobby cafe and lounge, rooftop restaurant and event spaces.

Members asked questions of clarification regarding the room renderings, hotel capacity, and design elements. They further discussed the increased economic activity that this development would bring to Newmarket, community integration, and opportunities for expanded uses.

Moved by: Brian Johns

Seconded by: Edmund Yeung

1. That the presentation provided by Alie Warren, Vice President, Sales & Corporate Development, Streetcar Developments regarding the Revitalization of 180 Main Street be received.

Carried

6. Approval of Minutes

6.1 Newmarket Economic Development Advisory Committee Meeting Minutes of June 22, 2022

Moved by: Marek Dabrowski

Seconded by: Edmund Yeung

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of June 22, 2022 be approved.

Carried

7. Items

7.1 Economic Development Updates

The Economic Development Officer and Business Development Specialist provided an update on the following 10 Things in 10 Minutes in the Town of Newmarket:

- Opening of York Regional Police Headquarters District 1 on January 10, 2022 at 429 Harry Walker Parkway;
- Kingsley Square Condos, and The Residences at Bakersfield and Redwood on Yonge;
- Marianneville (Glenway) Developments Limited donated 16 acres for the development of parks and trails;
- Shining Hill development will provide the Town with 80 acres of land and six kilometers of public trails;

- Upper Canada Mall Master Plan;
- Mulock Park;
- York Region Official Plan Review;
- Treefrog Accelerator Collaborations;
- Corporate Visiting Re-launch; and,
- Celebrating Black History Month.

7.2 COVID Landscape and Program Updates – Choose Local Presentation

The Business Development Specialist provided an update on the Choose Local Program including the partnership with the Newmarket Chamber of Commerce, the Choose Local magazine, the support of both the business community and the public throughout the program, and metrics from the 2021 Holiday campaign.

Members discussed the opportunity to continue the Choose Local Program long-term once the pandemic has ended, ongoing Newmarket Chamber of Commerce initiatives, and promotion opportunities.

7.3 Marketing Plan

Coordinator, Market Research & Entrepreneurial Support provided an update regarding the market research project outlining the purpose of the research, identifying the research methods, timelines and target groups, and a summary of the key findings from the manufacturing, Information and Communications Technology (ICT), and real estate agents and brokers sectors. The presentation concluded with an analysis of the results and next steps.

Members discussed the trends within the business community and how they have shifted during the pandemic, Newmarket's geography and attraction, growth trends, and potential long term effects of the pandemic workforce.

8. Closed Session

Donna Fevreau advised that there was no requirement for a Closed Session.

9. New Business

None.

10. Next Meeting

The Acting Deputy Clerk advised that the next meeting date would be communicated via email at a later date.

11. Adjournment

Moved by: Robert Bull

Seconded by: Chris Emanuel

1. That the meeting be adjourned at 3:07 PM.

Carried

Donna Fevreau, Chair

Date



Town of Newmarket
Minutes
Newmarket Economic Development Advisory
Committee

Date: Tuesday, November 14, 2023
 Time: 4:00 PM
 Location: Cane Room
 Municipal Offices
 395 Mulock Drive
 Newmarket, ON L3Y 4X7

Members Present: Jessica Rawlley, Chair
 Paul Crossdale
 Donna Fevreau
 Carin Binder
 Steven Bruno
 Beric Farmer
 Patrick Horgan
 Edmund Yeung
 Anil Abrol
 David Lotimer
 Laurie Baker
 Les Mallins
 Nasim Bahari
 Ysni Semsedini
 Chris Emanuel
 Mayor Taylor
 Deputy Mayor & Regional Councillor Vegh

Staff Present: E. Hawkins, Business Development Specialist
 I. McDougall, Chief Administrative Officer
 C. Kallio, Economic Development Officer
 E. Thomas-Hopkins, Legislative Coordinator

The meeting was called to order at 4:02 PM. Jessica Rawlley in the Chair.

1. Notice

Jessica Rawlley advised that members of the public could attend this meeting in person only at the Municipal Offices at 395 Mulock Drive.

2. Additions & Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Presentations & Deputations

None.

5. Approval of Minutes

5.1 Newmarket Economic Development Advisory Committee Meeting Minutes of May 30, 2023

Moved by: Donna Fevreau

Seconded by: Carin Binder

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of May 30, 2023 be approved.

Carried

6. Items

6.1 Economic Development Staffing Updates

Chris Kallio provided a staffing update to the Economic Development department.

Elizabeth Hawkins provided an overview of changes to her portfolio, a new Community Branding Strategy, what's next for the downtown, and how the Economic Development team is delivering on Council priorities.

6.2 Major Developments Update

Chris Kallio provided a verbal update of new and ongoing projects including developments such as Redwood, Kingsley Square-Briarwood, the Davis Residences at Bakersfield, 17365 and 17395 Yonge Street – Marianneville, 17175 Yonge Street, 315 Davis Drive at Lorne, 301 Mulock Drive, Bayview and Mulock, Streetcar Main and Queen Street, Commercial Developments, Tricap Properties, Stackhouse Developments, Shining Hill.

6.3 Newmarket Community Branding Strategy

Mayor Taylor provided a verbal update regarding the development of a new branding strategy for the Town of Newmarket.

Members discussed opportunities to highlight recreation centers and capacity building, opportunities for outdoor recreation, expanding recreational infrastructure, leveraging existing infrastructure, and building community connections.

Elizabeth Hawkins discussed previous marketing strategies for economic development, including the Choose Local gift card program, existing economic development branding, 2023-2025 economic development marketing plans, and tactics and outreach including leveraging LinkedIn to reach business professionals, expanding talent acquisition, and engagement with those looking to relocate from Toronto to another area outside the City.

7. New Business

None.

8. Closed Session

The Committee did not resolve into Closed Session.

9. Next Meeting

The Clerk's Department will schedule the next meeting.

10. Adjournment

Moved by: Patrick Horgan

Seconded by: David Lotimer

1. That the meeting be adjourned at 5:47 PM.

Carried

Donna Fevreau, Chair

Date