



# Town of Newmarket Agenda

## Main Street District Business Improvement Area Board of Management

Date: Wednesday, May 1, 2024  
Time: 8:30 AM  
Location: Streamed live from the Municipal Offices  
395 Mulock Drive  
Newmarket, ON L3Y 4X7

Pages

### 1. Notice

Members of the public may view this meeting through the live stream available at [newmarket.ca/meetings](http://newmarket.ca/meetings), or attend in person at the Council Chambers at 395 Mulock Drive.

### 2. Additions and Corrections to the Agenda

### 3. Conflict of Interest Declarations

### 4. Presentations & Recognitions

#### 4.1 Ice Lounge on Main Post-event Analysis

**Note:** Dave Lowes, Business Development Specialist will provide a presentation on this matter.

1. That the presentation provided by Dave Lowes, Business Development Specialist regarding Ice Lounge on Main Post-event Analysis be received.

### 5. Deputations

#### 5.1 Social Media

**Note:** Stefania Pede, CEO, Cocoa40 Inc. and Elliott Neuman, will provide a deputation on this matter.

1. That the deputation provided by Stefania Pede, Chief

Executive Officer, Cocoa40 Inc. and Elliott Neuman regarding Social Media be received.

5.2 NWMRKTproud 2

**Note:** Joanne Sweers and Rebecca Gardiner will provide a deputation on this matter.

1. That the deputation provided by Joanne Sweers and Rebecca Gardiner regarding NWMRKTproud be received.

5.3 2024 York Pride Festival 4

**Note:** Jennifer McLachlan, Director, Emergency Management and Sponsorship, York Pride will provide a deputation via ZOOM on this matter. The presentation material can be found here.

1. That the deputation provided by Jennifer McLachlan, Director, Emergency Management and Sponsorship, York Pride regarding the 2024 York Pride Festival be received.

6. **Approval of Minutes**

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of April 3, 2024 24

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of April 3, 2024 be approved.

7. **Items**

7.1 Business Improvement Area Park and Walk Campaign

**Note:** Dave Lowes, Business Development Specialist will speak to this matter.

1. That the verbal update provided by Dave Lowes, Business Development Specialist regarding Business Improvement Area Park and Walk Campaign be received.

7.2 Sub-Committee Reports

7.2.1 Marketing

7.2.2 Working Group

7.2.3 Events

7.3 Parking Update

7.4 Financial Update

7.5 Staff Update

7.5.1 Financial Incentive Program Staff Working Group Update

**8. New Business**

**9. Closed Session (if required)**

**10. Adjournment**





NWMRKTproud is a fundraising initiative designed to foster community spirit by raising money to support The Newmarket Food Pantry and also to draw awareness to what a great town Newmarket is to live and work in.

This grass roots campaign created by friends, Rebecca Gardiner and Joanne Sweers, raised over \$27,000 in 2023 between toque and T-shirt sales. This year, the focus is on June 3rd with the launch of the NWMRKTproud Pride 2024 T-shirt campaign at Market Brewery. Our goal is to meet or exceed last year's total in the month of June, culminating with the Pride Festival. Life has become more challenging for those most vulnerable in our community and this campaign will go a long way to help support the efforts of our great food pantry in combating food insecurity.

T-shirts will be available to everyone making a \$20 donation. Sponsors will have their company name and logo printed either on the back of the shirts or on the shirt sleeve and will be included in our signage as well as in all print and social media.

Corporate sponsorship is \$250/\$500

These sponsorships will go a long way to reach our goal of \$30,000. We are looking to cover the material and printing cost of the T-shirts so that the maximum donation goes back to The Food Pantry. Your company name and logo will be placed on the back of the T-shirt.

We will be promoting these NWMRKTproud T-shirts at the Farmer's Market for several weekends prior to the Pride Parade weekend, we have an event planned on June 3rd at Market Brewery and will have a presence at The Pride Festival and Parade on June 15th. We are also looking at the possibility of partnering with local businesses to provide an in-house discount on products and services by wearing their NWMRKTproud toques or T's.

How can you participate?

- \* Corporate Sponsorship - \$250 or \$500
- \* Provide gift certificate or product basket for silent auction table at Market Brewery on June 3rd
- \* Promote the campaign at your place of business through posters, social media, provide a discount to individuals wearing NWMRKTproud toques or T's
- \* Purchase T-shirts for yourself and your staff
- \* All of the above

Joanne Sweers                      Rebecca Gardiner  
289-221-4282                      289-231-1600

**NWMRKT**proud



# YORK PRIDE CA

## Parade / Vendor Package

York Pride 2024

### Improve your experience with

Safety info, maps, arrival and departure details, parking, etc.

**always shine bright on parade day!**



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## WHAT'S THE BUZZ? WHO WE ARE



York Pride, a cornerstone of Ontario's regional pride scene since its inception in 2001, beckons guests to the vibrant heart of Newmarket, a mere 30-minute journey from Toronto. Powered by a dynamic team of community volunteers, York Pride is more than an event—it's a beacon of inclusivity and belonging. Rooted in the belief that diversity fuels human connection, we stand united to celebrate inclusion, safety, and love. Through thoughtfully curated annual programming, York Pride fosters a culture of respect, openness, and understanding, inviting all to join us in embracing the rich tapestry of our community.

### Follow our socials

@yorkprideca or visit: [yorkpride.ca](http://yorkpride.ca)

#yorkpride #pride2024 #loveyr

# HEY YOUUU!

## WE ALL HAVE A ROLE TO PLAY – UNDERSTAND YOURS.

Every group must understand its responsibilities as participants to ensure a fun and safe Pride experience. This ensures everyone is aligned and equipped to mitigate risks effectively. Please thoroughly review this document.

### **Respect our volunteers:**

- Listen and follow directions from volunteers.
- Be patient and kind.

### **Arrivals & departures:**

- Arrive on time as scheduled.
- Vendors stay until the designated departure time.
- Follow traffic management plans.

### **Location / permits:**

- Bring the group's parade or vendor permit for check-in.
- Follow instructions for load-in.
- Display permits as instructed.

### **Do:**

- Review parade terms and conditions. (<https://yorkpride.ca/paradepolicy>)
- Bring permits, water, and sunscreen/coat.
- Maintain energy and smiles for the guests and cameras.
- Tag @yorkprideca in social media posts.
- Use correct event names.

### **Don't:**

- Bring unregistered vehicles to the staging area.
- Avoid protests and stay safe. (IGNORE)
- Use correct event names on social media.

# PARADE PARTICIPANTS

## CHECK-IN TIMES

### Large vehicles (trucks, trailers, buses, etc)

PERMIT CODE: HV

Heavy vehicles (HV)

**Arrive: 1 PM**

Enter parade route traveling south on Main St to Davis Dr and cross the intersection moving southbound directly in the parade staging zone (HV PERMITS ONLY). Use hazard lights and leave them on until you are directed to your parade spot, once you are fully parked you may turn them off. Please drive forward to the check-in spot. This will help to reduce east/west bound traffic impact on Davis Dr.



**NO LEFT OR RIGHT TURNS  
ONTO MAIN ST FROM DAVIS DR**

## Small vehicles

PERMIT CODE: SV

Small vehicles (SV)

**Arrive: 1 PM**

Enter parade route VIA Superior St and Davis Dr making a right turn directly in the parade staging zone. Please drive forward to the check-in spot. This will help to reduce east/west bound traffic impact on Davis

Dr. **Drivers must stay around their vehicles, should they need to be moved.** Use hazard lights and leave them on until you are directed to your parade spot, once you are fully parked you may turn them off.



## Marchers

PERMIT CODE: M

Marchers (M)

**Arrive: 2 PM**

The person responsible for the group is to check in at the tent at Mercato on Main. Located at 47 Main St, Newmarket, ON L3Y 3Y3.

Your group is to arrive at your designated permit spot. It is the responsibility of the person in charge of your group to share the correct information to their marchers. Marchers are to meet at the spot given to your group.



## PARADE PARK & GO

Southlake Hospital has generously donated free parking all day. Parade participants, vendors and invited guests of groups are to park here.



## GROUP ARRIVAL



### Park at Parade Park & Go

56 Charles St Newmarket, ON L3Y 1S7 (free parking all weekend)



### Walk to Main St & Ontario St

Only the person responsible for your group is to check-in



### Meet at your permit spot

The person responsible for your group is to remain at your marching spot to welcome additional members of their group and direct them to the correct spot.



### Stay in your space, until directed to move!

By 2:45 PM all groups should have all marchers able and ready to start to merge. Washroom breaks, walking around and food should be finished by now. Groups that are not in their designated spaces will receive only one warning, next warning will be an automatic penalty for participation next year.



### Merge and march!

- Please follow the directions of our safety marshals.
- Maintain 28' gap of the group in-front
- 3 KM speed for walkers/vehicles on the route.
- Always smile for the camera!
- Be safe and have fun!

# PARADE STAGING

## Your Staging Area

Space has been reserved for your contingent based on the number of vehicles and estimated number of participants that you provided when you registered. If you believe that insufficient space has been reserved for your vehicle(s) and/or participants, please contact us immediately.

## Parade load-in closes at 2:30 PM

Parade load-in will close at 2:30 PM. After this time, marchers and vehicles will no longer be allowed in the the staging areas. Please arrive on time.

# PARADE ROUTE

## Parade speed limit 3 km max

Maintain this speed at all times and please ensure 28' of space from the group in front (roughly two vehicle lengths).

## Sampling

You are not allowed to throw items into the crowd ever. Non-food items can be handed out, please hand out items nicely. (avoid nuts, citrus, fish products)

## Group size

You are allowed up to 100 people in your group. Any number over this will require you to contact [support@yorkpride.ca](mailto:support@yorkpride.ca)

## Pride flag etiquette

The proper way to display the pride flag is red at the TOP and purple at the BOTTOM, displaying it wrong can be seen as disrespectful. Please do not tape flags to vehicles, keep them in your hand, on a pole, etc

# LEGEND

-  Parade Ends
-  Parade Park & Go Walking Route
-  Train Tracks
-  Park Areas
-  Public Parking
-  Parade Route



# YORK PRIDE PARADE ROUTE 2024



## PARADE DESTAGING ZONE (VEHICLES ONLY)

**MARCHERS WILL TURN LEFT AT TIMOTHY**



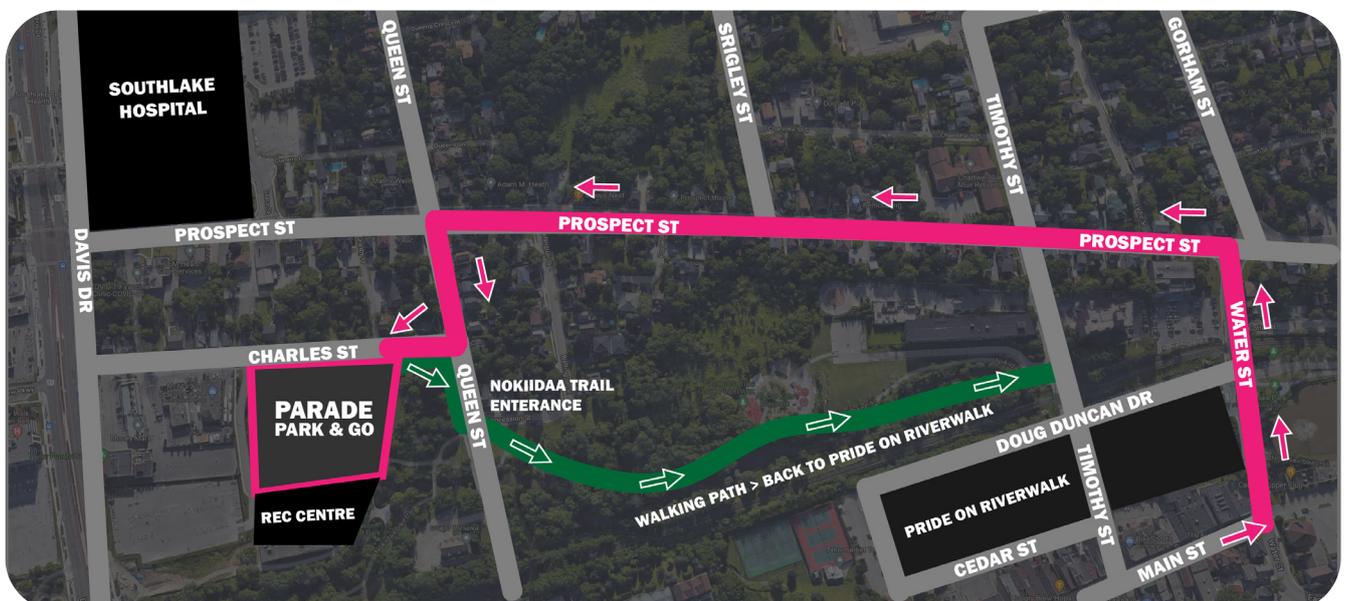
After the parade finishes at Main St and Timothy St, marchers will turn left onto Timothy St, heading east towards Pride on Riverwalk. Vehicles continue southbound on Main St towards Water St, following signs for Parade Park & Go and police guidance.

Vehicles dropping off riders can briefly stop on the right-hand side of Main St after Timothy St. Vehicles not stopping should pass and turn left at the traffic lights onto Water St, then left onto Prospect St, and left again at Queen St. Turn right onto Charles St, then left into Parade Park & Go.

Drive slowly, follow signals from volunteers, watch for marchers crossing, and obey directions from police or volunteers when merging into regular traffic at the bottom of Main St.

## Traffic Plan!

please follow parade park & go signage



# PARADE TERMS AND CONDITIONS

Visit...  
[yorkpride.ca/paradepolicy](https://yorkpride.ca/paradepolicy)



**VENDOR ARRIVALS (BOTH DAYS)**

**FRIDAY**

**SATURDAY**

LOAD IN    LOAD OUT    LOAD IN    LOAD OUT

Food & Beverage	12 PM	10 PM	N/A	10 PM
Commercial Enterprise	2 PM	10 PM	7 AM	10 PM
Young Entrepreneur/ Small Businesses	3 PM	10 PM	8 AM	10 PM
Community Fair	4:45 PM	9 PM	9 AM	5 PM

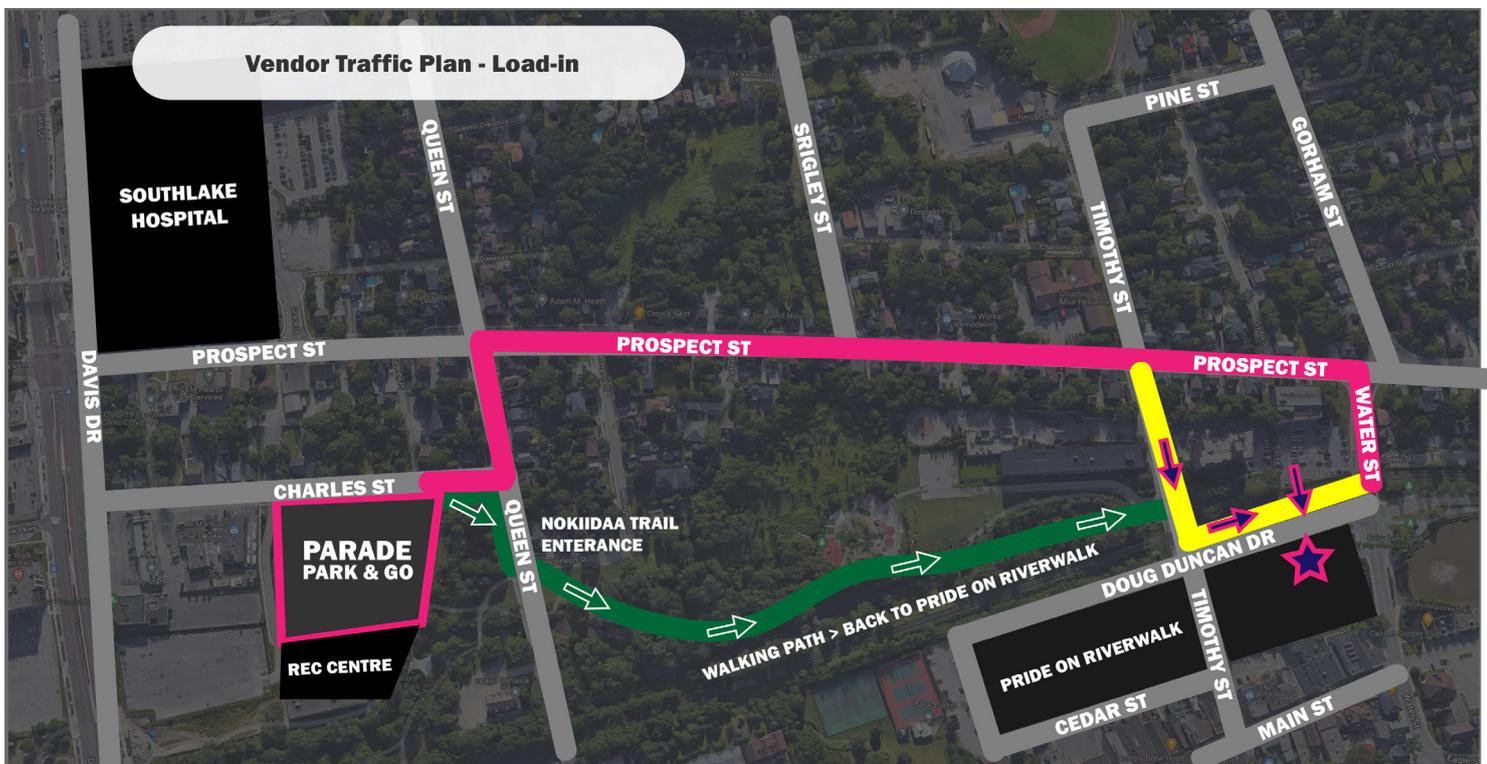
These times could be subject to change, notice will be given



## PRIDE ON RIVERWALK

### 200 DOUG DUNCAN DRIVE, NEMARKET

Enter festival grounds from Prospect St and Timothy St (yellow line). Go west on Timothy St, then turn left on Doug Duncan Dr. Look for the check-in spot to drop off items and park temporarily for booth setup. You'll be directed to your booth space. Off-loading parking is limited to 15 minutes.



## PRIDE ON RIVERWALK

### IMPORTANT INFO

- You must bring your own tent, table, and chairs
- There is no access to power unless, you're a young entrepreneur, small business, commercial enterprise, sponsor, etc.
- Please stay within your 10x10 space, no signs or a-frames can block the sidewalk at any time
- Please ensure you have weights for your tent for each of the four corners (weighting fee will be charged to your group should you not have weights, no staking is allowed due to irrigation system)

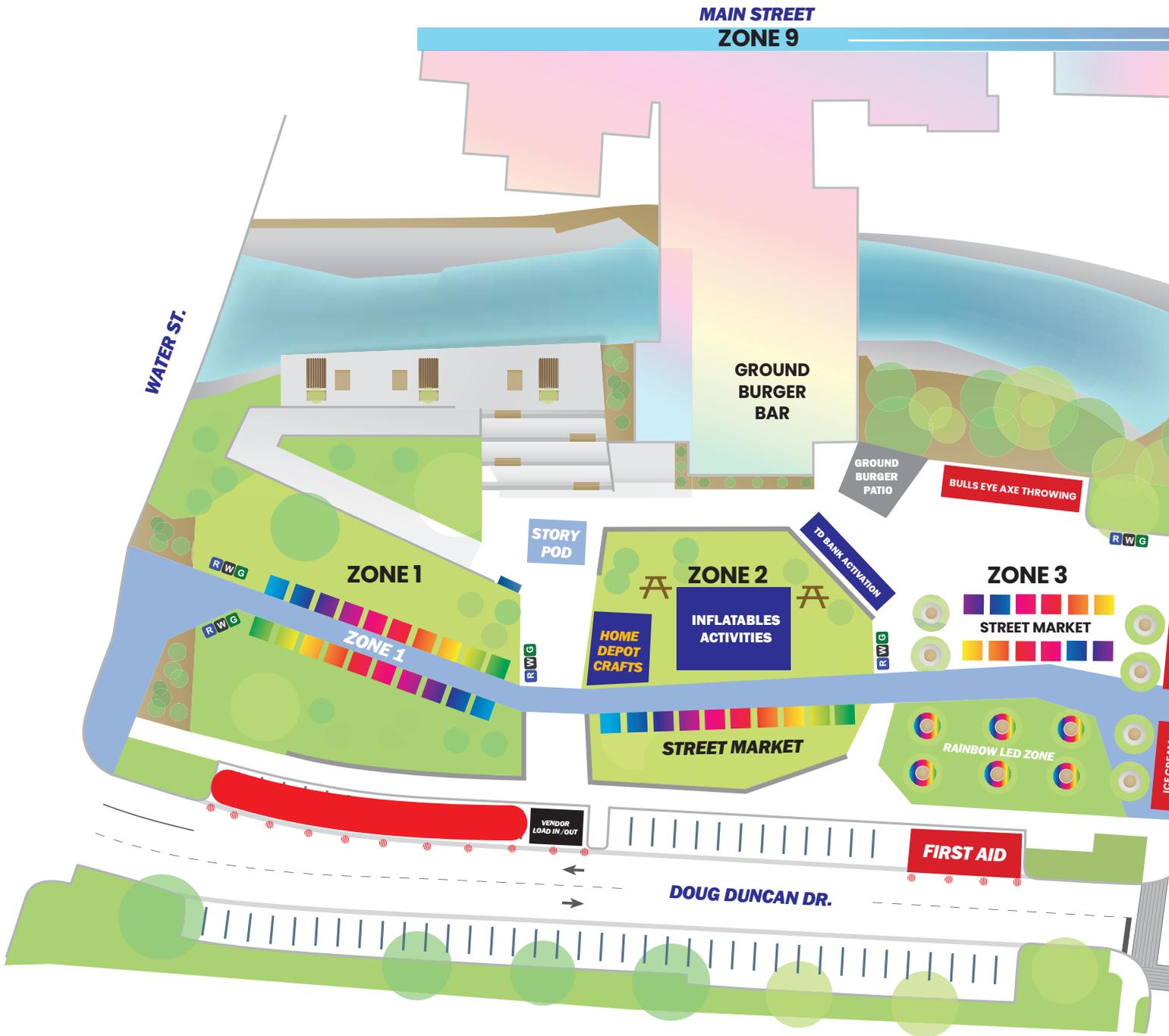


- Groups must be setup and ready to engage with guests at event start time
- All groups must follow strike times outlined in this document. Groups that leave before then may be rejected during their registration process in 2025. Please respect the schedule and plan accordingly.
- We work hard to keep crowds, packing up early regardless of crowds, implies the event is over to guests arriving
- Take lots of pictures and videos and tag @yorkprideca

## Got more questions?

[support@yorkpride.ca](mailto:support@yorkpride.ca)

# PRIDE ON RIVERWALK MAP



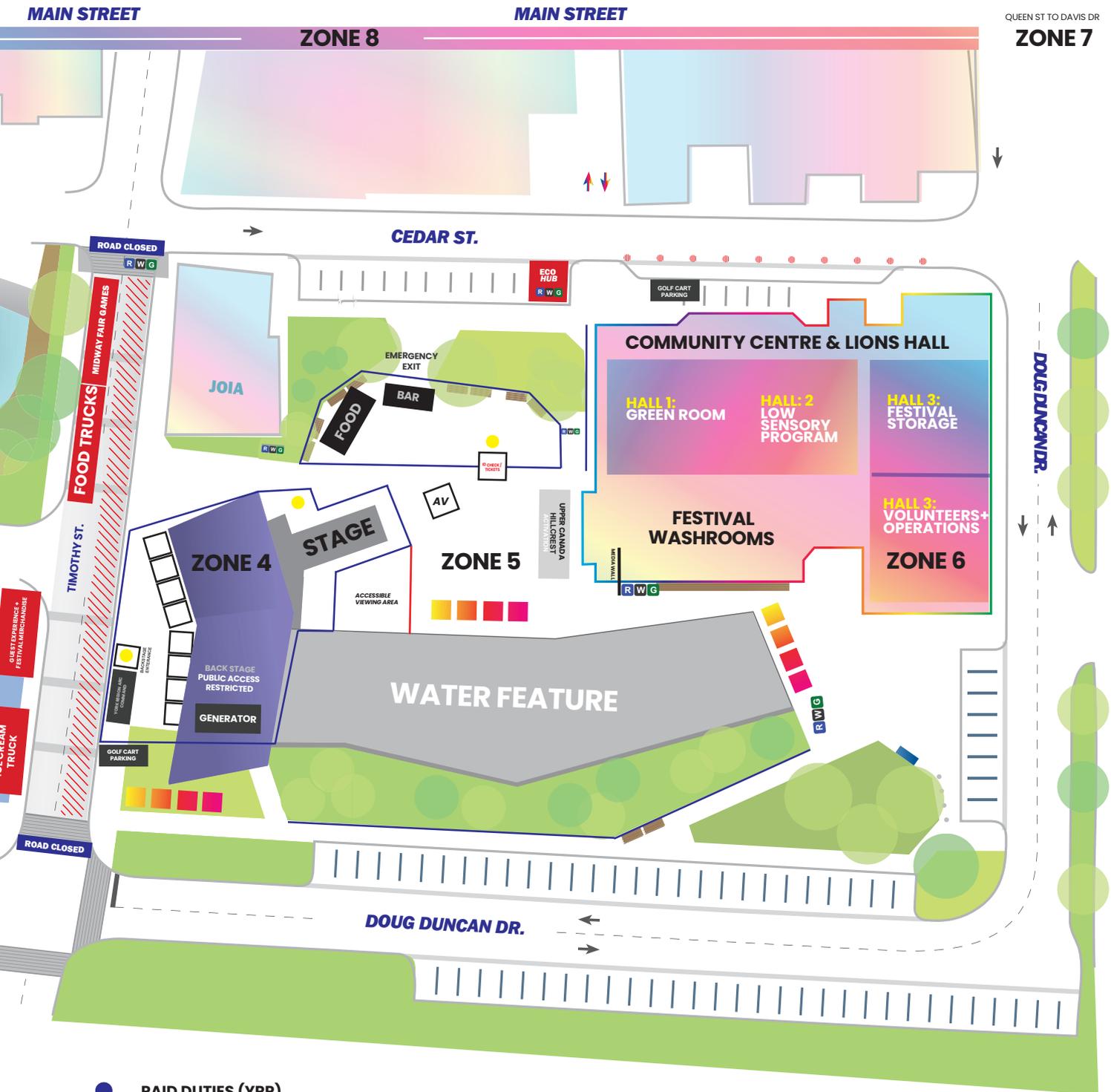
## PRIDE ON RIVERWALK 2024 DRAFT

MAP NOT TO SCALE

### LEGEND

- ZONE 1 COMMUNITY FAIR (CFZ1)
- ZONE 2 INTERACTIVE (IZ2)
- ZONE 3 STREET MARKET (SMZ3)
- ZONE 4 BACKSTAGE (BSZ4)
- ZONE 5 ENTERTAINMENT (EZ5)

- ZONE 6 OPERATIONS (OPZ6)
- ZONE 7 PARADE STAGING (PSZ7)
- ZONE 8 PARADE ROUTE (PRZ2)
- ZONE 9 PARADE DESTAGING (PDZ9)
- ZONE 10 PARADE PARK & GO (PGZ10)



- PAID DUTIES (YRP)
- SECURITY GUARD PLACEMENT
- // FIRE ROUTE
- PYLONS FOR RESERVED SPOTS (VENDOR/YP TEAM)
- TENTS
- VENDOR TENT

**YORK  
PRIDE**





## THE PICTURE SAYS IT ALL!

Step into a meaningful moment caught on camera at the festival; these are crafted through the creative and talented people like yourselves who inspire and delight our guests, their families, and friends. Experience the magic of genuine human connection as we celebrate the two-day festival.

Don't forget to create unforgettable experiences that touch hearts and minds, drawing people closer and breaking down barriers. Through these meaningful connections, we aim to reach new audiences and foster a community where discrimination has no place.

Go above and beyond to connect!

## Thank you

Without you, our festival would not be as awesome as it is. Keep up the great work everyone!

Making York Region the ultimate destination  
for 2SLGBTQ+ experiences





**Town of Newmarket**  
**Minutes**  
**Main Street District Business Improvement Area**  
**Board of Management**

Date: Wednesday, April 3, 2024  
 Time: 8:30 AM  
 Location: Streamed live from the Municipal Offices  
 395 Mulock Drive  
 Newmarket, ON L3Y 4X7

Members Present: Tom Hemen, Chair  
 Allan Cockburn  
 Ken Sparks  
 Sheila Stewart  
 Norm Pereira  
 Councillor Kwapis

Members Absent: Avi Wulfand, Vice Chair  
 Dominic Pede  
 Patricia Carmichael  
 Grant Buckley

Staff Present: C. Kallio, Economic Development Officer  
 E. Thomas-Hopkins, Legislative Coordinator  
 D. Lowes, Business Development Specialist

The meeting was called to order at 8:34 AM. Tom Hemen in the Chair.

**1. Notice**

Tom Hemen advised that members of the public were encouraged to attend an Advisory Committee or Board Meeting by viewing the live stream available at

[newmarket.ca/meetings](http://newmarket.ca/meetings), or attending in person at the Council Chambers at 395 Mulock Drive.

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

None.

**3. Conflict of Interest Declarations**

None.

**4. Presentations & Recognitions**

None.

**5. Deputations**

None.

**6. Approval of Minutes**

**6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of March 6, 2024**

Moved by: Norm Pereira

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 6, 2024 be approved.

**Carried**

**7. Items**

**7.1 Sub-Committee Reports**

**7.1.1 Marketing**

Tom Hempen provided an update on marketing regarding the recent Easter event including the budget approved by the Board for marketing, recognition done through social media and sponsorships, as well as event attendance.

**7.1.2 Working Group**

Tom Hempen provided an update on the working group and that the group will meet to discuss marketing of the BIA.

### **7.1.3 Events**

Sheila Stewart provided an update on the Easter event on Main Street including event attendance, painting events, and community feedback.

Councillor Kwapis queried members regarding what made the event successful and if such tactics can be implemented for future events.

## **7.2 Parking Update**

Councillor Kwapis provided the parking update including timelines for the demolition of the tennis courts and additional Church Street parking.

Members queried regarding completion timelines of the modular parking structure.

The Economic Development Officer discussed parking for summer events and the Town's coordination work for summer events and parking.

## **7.3 Financial Update**

None.

## **7.4 Staff Update**

### **7.4.1 Financial Incentive Program Staff Working Group Update**

The Economic Development Officer provided a verbal update to the Financial Incentive Program regarding inquiries and interest received last month.

## **8. New Business**

### **8.1 Canada Day Planning**

Ken Sparks provided an update that Canada Day event planning is underway including vendor application availability, a walkthrough with Town staff, and further discussions with Town staff regarding planned programming.

## **9. Closed Session (if required)**

The Board did not resolve into Closed Session.

## **10. Adjournment**

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That the meeting be adjourned at 8:52 AM.

**Carried**

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Tom Hemen, Chair

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Date