



Town of Newmarket Agenda

Newmarket Economic Development Advisory Committee

Date: Tuesday, October 1, 2024
Time: 4:00 PM
Location: The Postmark Hotel
180 Main Street South
Newmarket, ON

Pages

1. Notice

This meeting will be held in person only at the Postmark Hotel (180 Main Street S, Newmarket).

2. Additions & Corrections to the Agenda

3. Conflict of Interest Declarations

4. Deputations

5. Approval of Minutes

5.1 Newmarket Economic Development Advisory Committee Meeting Minutes of February 13, 2024

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1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of February 13, 2024 be approved.

6. Items

6.1 Community Branding Strategy Input Session

Note: Stewart Colovin, MMGY Global will speak to this matter.

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 13, 2024
 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
 Beric Farmer
 Edmund Yeung
 Anil Abrol
 David Lotimer
 Laurie Baker
 Ysni Semsedini
 Chris Emanuel
 Beth Stevenson
 Mayor Taylor (4:01 PM - 5:34 PM)
 Deputy Mayor & Regional Councillor Vegh

Members Absent: Carin Binder
 Steven Bruno
 Patrick Horgan
 Les Mallins
 Nasim Bahari

Staff Present: I. McDougall, Chief Administrative Officer
 C. Kallio, Economic Development Officer
 C. Service, Director, Recreation and Culture

D. Lowes, Business Development Specialist
 B. Morrow, Grant Coordinator
 A. Chard, Manager, Corporate Communications & Marketing
 E. Thomas-Hopkins, Legislative Coordinator

The meeting was called to order at 4:01 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 in the Cane Room.

2. Additions & Corrections to the Agenda

The Legislative Coordinator advised of the following corrections:

- Item 6.1 Municipal Accommodation Tax (MAT): Growing Newmarket Tourism - Colin Service, Director, Recreation and Culture, will speak to this item.

Moved by: Chris Emanuel

Seconded by: Beth Stevenson

1. That the correction provided by the Legislative Coordinator be received.

Carried

3. Conflict of Interest Declarations

None.

4. Presentations & Deputations

None.

5. Approval of Minutes

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

Moved by: Donna Fevreau

Seconded by: Beric Farmer

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

Carried

6. Items

6.1 Municipal Accommodation Tax (MAT): Growing Newmarket Tourism

The Chief Administrative Officer provided an introduction regarding Municipal Accommodation Tax (MAT): Growing Newmarket Tourism including tourism opportunities, community engagement, community spaces in ongoing projects, community infrastructure, and revenue tools.

The Director of Culture and Recreation provided an update regarding the Municipal Accommodation Tax (MAT): Growing Newmarket Tourism including an overview of Municipal Accommodation taxes, provincial legislation, municipal authority, developing a municipal accommodation tax, public consultation, staff working groups, financial components, re-investing into the community,

Committee Members queried staff regarding taxed accommodations, third party sites and platforms, tourism, program administration and short term rentals.

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

Sean Stephens, Chief Executive Officer and Laurie Baker, Executive Director, Treefrog Accelerator provided a verbal update regarding Treefrog Accelerator Update: International Program and Recent York Region Innovation Funding including an overview of the International Program, promotion of local initiatives, engaging stakeholders, regional and international participation and programming, expanding services through the York Region Innovation Grant, promoting Newmarket as a destination of choice and fostering entrepreneurship in Newmarket.

Committee Members queried staff and the presenters regarding welcome packages, community outreach, mentorship, local resources for language barriers, program opportunities, entrepreneurship, federal grant possibilities, student opportunities, financial services, revenue sources,

international and regional programming, applicant incentives, application eligibility and next steps.

6.3 York Region Economic Development Action Plan: Newmarket Partnership Opportunities

The Economic Development Officer provided a verbal update regarding York Region Economic Development Action Plan: Newmarket Partnership Opportunities including the needs of the N6 communities, the four pillars (Business, Innovation, Talent, Marketing and Awareness), Newmarket's economic development priorities and objectives.

7. New Business

None.

8. Closed Session (if required)

The Committee did not resolve into closed session.

9. Next Meeting

Economic Development will schedule the next meeting.

10. Adjournment

Moved by: Edmund Yeung

Seconded by: Paul Crossdale

1. That the meeting be adjourned at 5:37 PM.

Carried

Donna Fevreau, Chair

Date