



Town of Newmarket
AGENDA

**Newmarket Economic
Development Advisory
Committee/
Council Workshop**

Monday, May 1, 2017 at 5:00 PM

Operations Centre - Training Room, 1275 Maple Hill Court

Notice

In accordance with the Town's Procedure By-law no decisions are to be made but rather this meeting is an opportunity to have informal discussion regarding various matters.

Declarations of Interest

Items

5:00 p.m. Welcome and Introductions

5:15 p.m. The Strategic Imperative: Why a Marketing Plan for the Corridors?

Chris Kallio, Economic Development Officer

5:30 p.m. Marketing/Communications Strategy Overview and Recommended Tactics

Sharon Fernandes, GCI Group and Stussy Tschudin, Forge Media + Design

6:15 p.m. Discussion and Next Steps

7:00 p.m. Closing Remarks - Mayor Van Bynen

Adjournment