



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Wednesday, July 2, 2025
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, 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 Not Your Child Breathalyzer Program

1

Note: Julia Childs, Chief Executive Officer and Founder, Not Your Child Corporation will provide a presentation regarding this matter.

1. That the presentation provided by Julia Childs, Chief Executive Officer, Not Your Child Corporation regarding Not Your Child Breathalyzer Program be received.

5. Deputations

*5.1 After Hours Big Band

29

Note: Lawrence Moule will provide a deputation regarding this matter.

1. That the deputation provided by Lawrence Moule regarding

After Hours Big Band be received.

5.2 The Very Useful Theater Company 37

Note: Tom Pearson will provide a deputation regarding this matter.

1. That the deputation provided by Tom Pearson regarding The Very Useful Theatre Company be received.

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of June 4, 2025 41

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of June 4, 2025 be approved.

7. Items

7.1 Sub-Committee Reports

7.1.1 Marketing

7.1.2 Working Group

7.1.3 Events

7.2 Parking Update

7.2.1 Traffic Monitoring in the Downtown

7.3 Financial Update

7.4 Staff Update

7.4.1 Financial Incentive Program Staff Working Group Update

8. New Business

9. Closed Session (if required)

10. Adjournment

COMPANY OVERVIEW

Empowering Responsible Choices





- Empowering Responsible Choices: The Work of Not Your Child Corp
- Our Mission
- About the Founder
- Our Products
- Community Engagement
- School Talks and Education
- Safe Alcohol Consumption Service
- Real-Time Protection & Legal Support
- New Partnership with AlcoTech Canada

- Impact of Our Partnership
- Moving Forward with Safety and Responsibility
- Aligning Our Values with Rotary's Principles
- Service Above Self
- Integrity
- Fellowship and Leadership
- Community Impact
- Moving Forward Together
- Questions and Discussion



Introduction

Serving and Protecting Our Community with Integrity.

Presented by: Julia Matthews, Founder, Not
Your Child Corp.



Our Mission

Not Your Child Corp is on a mission to reduce alcohol-related harm by normalizing the use of breathalyzers in society.

We're not just providing breathalyzers—we're providing a culture shift toward safer, more responsible drinking.

Our mission is clear: to save lives, empower individuals to make better choices, and reduce alcohol-related incidents.

We achieve this through education, real-time alcohol liability protection, and community engagement.



5

Julia Matthews founded Not Your Child Corp with the loss of loved ones to inebriated driving in mind.

These tragedies drove her passion for creating a safer environment for people to make informed, responsible decisions about alcohol.

She believes in protecting others through education and tools that promote awareness and responsibility.

Her mission is to empower individuals with the ability to make life-saving decisions—not just at events, but in their everyday lives.



Our Products



Innovative Breathalyzer Options

- Our cutting-edge breathalyzers provide accurate, easy-to-read results, empowering users to understand their Breath Alcohol Content (BrAC).
- Single-Use Breathalyzers are portable and disposable, ideal for events, ensuring individuals know their BrAC before making crucial decisions about driving or other risky behaviors.
- These breathalyzers help individuals make informed choices about alcohol consumption, promoting safety at social gatherings.



Promoting Responsible Decisions

- **By incorporating breathalyzers into everyday life, we can shift the culture towards making responsible decisions a priority.**
- Long-term use of breathalyzers helps normalize their presence in social settings, leading to a decrease in alcohol-related incidents.
- We save lives and empower individuals to make better choices through education and real-time monitoring.



Community Engagement

01 Festival Participation

Not Your Child Corp actively participates in beer and wine festivals, connecting with attendees and offering breathalyzer testing to ensure they understand their limits.

02 Education through Events

These festivals provide us with an opportunity to educate the public on the importance of alcohol monitoring, discussing the impact of alcohol on decision-making.

03 Promoting Responsible Consumption

We work with event organizers to encourage responsible consumption, making sure no one leaves intoxicated or at risk.



Community Engagement



Community Reviews.⁹





Community Engagement





Community Engagement



SCHOOL TALKS & EDUCATION

We believe in educating the younger generation about responsible drinking and alcohol's impact on decision-making.





School Talks and Education



Focus on Harm Reduction

Our school talks emphasize harm reduction strategies to help students make informed choices.



Understanding Alcohol Poisoning

Our sessions cover critical topics such as understanding alcohol poisoning. We aim to equip students with the knowledge to recognize the signs and the importance of seeking help.



Intoxication and Consent

We address how intoxication affects consent, helping students understand the implications of alcohol on personal interactions and decision-making.



Safe Alcohol Consumption Service



Real-Time Breath Testing

At both private and corporate events, we offer a valuable service—real-time breath testing to ensure the safety of all attendees.



Proactive Protection

By offering voluntary breath tests, we ensure that no one leaves an event over the legal limit, reducing the risk of accidents.



Support for Hosts

We serve as an additional layer of support for event hosts, monitoring alcohol consumption and alerting them if someone is in danger of becoming intoxicated or unsafe to drive.



Liability Protection

Through our service, hosts receive alcohol liability protection in real time, helping to mitigate risks and create a safer environment.



OUR EVENT SERVICE.



A HOLIDAY EVENT.



Real-Time Protection & Legal Support

Legal Protection for Event Hosts



- Our services provides **an additional layer of protection for hosts, monitoring alcohol consumption at events.**
- We prioritize attendee safety and the legal security of event organizers, ensuring responsible alcohol service.

Ensuring Safety and Accountability



- Our commitment to safety extends beyond just breath tests—**we offer up to one year of legal protection for event hosts. If an issue arises, we provide legal testimony and support in court.**
- Standard Operating Procedures (S.O.P.): Our unique protocols ensure hosts are protected in case of an incident.

New Partnership with AlcoTech Canada

#CanadaStrong Breathalyzer Program

- We are thrilled to announce our new partnership with AlcoTech Canada to offer a FREE #CanadaStrong Breathalyzer Program.
- This program provides bars, pubs, and clubs across Canada with state-of-the-art breathalyzers at no cost.
- Additionally, these establishments receive lifetime calibration and maintenance services—ensuring the breathalyzers always function at peak performance.
- By making breathalyzers easily accessible, we empower businesses to create a safer environment for their customers, promoting responsible drinking habits in public spaces.
- With this initiative, we're working to change the way people think about alcohol safety, ensuring more Canadians have the tools they need to make responsible choices.





Impact of Our Partnership

01 For Businesses

Free access to top-quality breathalyzers ensures a safer environment for customers and staff, promoting responsible drinking habits.

02 For Customers

Greater confidence in their ability to monitor their own alcohol consumption and make informed decisions about their safety.

03 For Society

A significant reduction in alcohol-related incidents contributes to the overall safety of our communities.

04 Long-Term Impact

By implementing these programs, we hope to normalize the use of breathalyzers, reduce alcohol-related risks, and change societal attitudes toward responsible drinking.



How Our Values Align with Rotary's Principles





How Our Values Align with Rotary's Principles



Shared Values

At **Not Your Child Corp.** our values are rooted in **serving and protecting** our communities.

We are driven by a **deep sense of responsibility**, ensuring that every individual has the opportunity to make informed, safe decisions—especially when it comes to alcohol consumption.



Commitment to Service

Just like Rotary, we believe in putting the needs of others first.

Our educational programs, breathalyzer services, and liability protection reflect our commitment to service above self, ensuring that we're constantly working to better the lives of others.



Integrity in Action

Integrity is central to both our company's operations and Rotary's values.

We act with the utmost transparency and ethical responsibility, ensuring our actions reflect our commitment to the safety and well-being of those we serve.



Service Above Self



The principle of '**Service Above Self**' is at the heart of both **Rotary and Not Your Child Corp.** This principle emphasizes the importance of prioritizing the needs of others, reflecting our commitment to community service and safety.

Not Your Child Corp's initiatives, including offering voluntary breathalyzer tests and educational talks at various events and schools, exemplify this dedication.

Our focus remains on preventing harm and promoting safe choices, ensuring that we are constantly working to better the lives of others and make communities safer.

Integrity



Integrity: A Core Value We Share

- Integrity is foundational to both Rotary's principles and our company's operations.
- From providing accurate breathalyzer results to offering legal protection for event hosts, we ensure our actions are guided by transparency and ethical responsibility.
- Just as Rotarians are committed to doing the right thing, we uphold these values in everything we do, ensuring that we act in the best interest of those we serve.





Fellowship and Leadership

01 Collaborative Initiatives

Fellowship drives our approach to creating safer communities through partnerships with organizations like Alco prevention Canada & AlcooTech Canada, bringing together people for a common cause.

02 Empowering Leadership

As Rotarians take leadership in their communities, we lead by example, promoting responsible decision-making and accountability in alcohol consumption.

03 Community Engagement

Our collaborations with event organizers foster a sense of community, encouraging individuals to engage in safer, more responsible choices.



Community Impact



Educational Programs

Not Your Child Corp provides educational programs at schools and community events, teaching individuals about the effects of alcohol on decision-making and safety. These programs empower participants with the knowledge to make informed choices regarding alcohol consumption.



Breathalyzer Services

Our real-time breathalyzer services at festivals and events allow individuals to understand their blood alcohol content (BrAC), promoting responsible drinking. This proactive measure helps prevent alcohol-related incidents within the community.



Long-Term Community Safety

By fostering a culture of responsibility and safety, Not Your Child Corp contributes to reducing alcohol-related risks in our communities. Our initiatives aim to create an environment where individuals prioritize safe choices regarding alcohol consumption.



Moving Forward Together

Collaborative Initiatives for Safety

- Please **follow us** on Instagram @NotYourChildCorp and on LinkedIn.
- Please **join forces with us** if there is an event where we can offer our service and or promote responsible drinking initiatives.
- We are also **open to collaborative outreach programs** that can enhance awareness about the dangers of alcohol misuse.



Questions and Discussion

- I'm happy to answer any questions or discuss how we can work together to promote safety, responsibility, and better choices in our communities.
- Your thoughts and insights are valuable as we create safer environments for everyone.



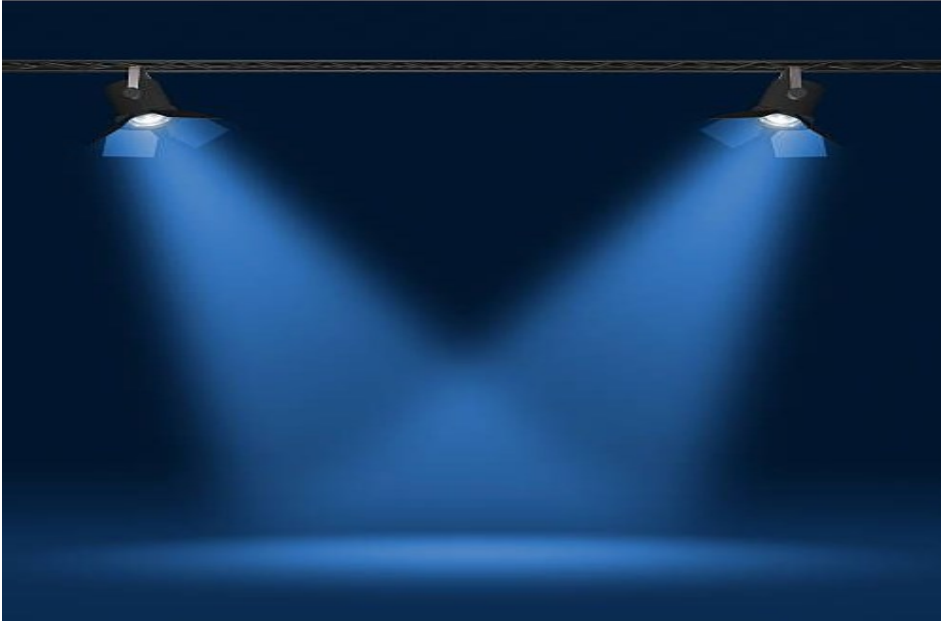
**NOT YOUR
CHILD CORP.**

THANK YOU

AFTER HOURS BIG BAND



The After Hours Big Band presents



The Great Crooners

Featuring

George Marian and Jess Owen
and special guests the Enter A
Cappella choir of Sir William
Mulock Secondary School's
Music Department

St. Paul's Anglican Church

227 Church Street, Newmarket

Saturday, October 26, 2024, 7:30 p.m.



**AFTER
HOURS**
BIG BAND 

SUMMER BRUNCH JAZZ PATIO SERIES

**12:30
PM**



**SUNDAYS
JUL 6 &
AUG 17**

**\$8
COVER**

**GREY GOAT PUB,
MAIN ST, NEWMARKET**

WWW.AFTERHOURSBIGBAND.CA



Popular Events Coming Soon To Main Street

The Newmarket Main Street District Business Improvement Area and the Town of Newmarket are planning two popular events in November to draw people to the Main Street area for fun and community involvement.

At the Pumpkin Parade on Friday, November 1, pumpkin carvers and Halloween enthusiasts can bring their creative jack-o-lanterns to Riverwalk Commons to compete for a prize — a \$100 gift card to a Newmarket restaurant of their choice. Anyone can attend the free event from 6:30 to 8:30 p.m. to view the display and vote for their favourites in each category.

Another seasonal highlight is the BIA's annual Candlelight Parade and carol sing on the evening of November 15 on Main Street. The mayor, members of council, local choirs and the Newmarket Citizens Band form up at Main and Park Avenue in front of the Postmark Hotel while citizens of all ages march up the hill from Water Street, where the tall, decorated evergreen tree is located. They fill Main Street from one side to the other while everyone sings Christmas carols.

A group of children then push a button to light up the tree on Water Street, to



Photos from archives of the Town of Newmarket and the Newmarket Citizens Band

the cheers and applause of the crowd.

These two events contributed, in February of this year, to the awarding of the Municipality of the Year award by Festival and Events Ontario to the Town of Newmarket in the mid-sized town category, for the second year in a row.

More information about these and other downtown events can be found at <https://www.newmarket.ca/events>.

Main St. Newmarket

A unique, historic, vibrant, welcoming beehive!



The Newmarket Main Street District Business Improvement Area (BIA) is proud to support “The Great Crooners” event at St. Paul’s Anglican Church.



www.NewmarketMainStreet.ca/about

Contact the BIA at 289-470-1890 or by e-mail at:
info@newmarketmainstreet.ca



HISTORY V.U.T.C.



THE NEWMARKET INTERNATIONAL FESTIVAL OF ONE ACT PLAYS IS PRODUCED BY THE VERY USEFUL THEATRE COMPANY WITH ASSISTANCE FROM COMMUNITY SPONSORS

The NIFOAP's has been a fixture at Newmarket's Old Town Hall Auditorium since 2017 however did you know the show's producers - The Very Useful Theatre Company - has been creating stage opportunities in Newmarket since 1993! In fact the first one act plays were held at Newmarket's Pickering College! Today the prestigious festival receives play entries from around the world!

Meantime, long before the renovation of the Newmarket Old Town Hall, The V.U.T.C. founders, show producer Ross Bayley who often also directed or acted, along with John Dowson, Irving Fine and Ron Fletcher started up Theatre on Main at a spot on Main St. at which one could order dinner while being entertained with live theatre. Here residents of the town were treated to a number of productions - often written in house - and it gave stage opportunities to actors such as a young Jason Mills who is now one of the owners at Wine on Main, while John Dowson is still active on the company board!

Theatre On Main is now the inspiration behind the Dinner & A Show packages to be offered for the 2025 Newmarket International Festival of One Act Plays! Choose to dine - lunch, brunch or dinner - in one of Newmarket Main St's great restaurants after which you can walk over to the venue and enjoy some wonderful original one act plays!





NEWMARKET INTERNATIONAL FESTIVAL OF ONE ACT PLAYS PRESENTS



Dinner & A Show

The 2025 Newmarket International Festival of One Act Plays presents Dinner & A Show! The 8th annual festival runs from Sept 4-7 at Newmarket Old Town Hall, located steps away from Main St's amazing restaurants - making the two a match made in heaven!



Only \$45 Person

A Dinner & Show package allows you to attend any of the festival plays offered as well as dine at your choice of one of the great participating restaurants or pubs (\$35 maximum value per person per vendor). Your dine in selection from their dinner, lunch, brunch or snacks menu must be ordered between Sept 4 - 7, 2025. Tip, taxes not included. Reservations recommended.



HOW?

Use the QR code to newtix.ca tickets site or visit oneactplayfestival.com and click on Dinner & Show to provide descriptions of participating vendors and with links to each as well as to where you purchase your packages. The Dinner & Show package ticket will then be available on your cell phone. Present ticket upon arrival before ordering and use to gain entry to your play!





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Only \$65 Person

A Dinner & Show package allows you to attend any of the festival plays offered as well as dine at your choice of one of the great participating restaurants or pubs (\$55 maximum value per person per vendor). Your dine-in selection from their dinner, lunch, brunch or snacks menu must be ordered between Sept 4 - 7, 2025. Tip, taxes not included. Reservations recommended.



HOW?

Use the QR code to newtix.ca tickets site or visit oneactplayfestival.com and click on Dinner & Show to provide descriptions of participating vendors and with links to each as well as to where you purchase your packages. The Dinner & Show package ticket will then be available on your cell phone. Present ticket upon arrival before ordering and use to gain entry to your play!





Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, June 4, 2025
 Time: 8:30 AM
 Location: Streamed live from the Municipal Offices
 395 Mulock Drive
 Newmarket, ON L3Y 4X7

Members Present: Norm Pereira, Chair
 Dominic Pede, Treasurer
 Allan Cockburn
 Ken Sparks
 Patricia Carmichael
 Mike D'Angela
 Riley Krieger-Mercer

Members Absent: Tom Hempen, Chair
 Sheila Stewart
 Councillor Kwapis

Staff Present: E. Thomas-Hopkins, Legislative Coordinator
 C. Stipetic, Economic Development Coordinator

The meeting was called to order at 8:34 AM.
 Norm Pereira in the Chair.

1. Notice

Norm Pereira 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, or attending in person at the Council Chambers at 395 Mulock Drive.

2. Additions and Corrections to the Agenda

The Legislative Coordinator provided the following additions to the agenda:

- Item 4.1 - Presentation - York Pride 2025
- Item 5.1 - Deputation - NWMRKTProud Update

Moved by: Ken Sparks

Seconded by: Dominic Pedo

1. That the addition of item 4.1 - Presentation - York Pride 2025 Update to the agenda be approved.

Carried

Moved by: Ken Sparks

Seconded by: Mike D'Angela

1. That the addition of item 5.1 - Deputation - NWMRTTProud Update to the agenda be approved.

Carried

3. Conflict of Interest Declarations

None.

4. Presentations & Recognitions

4.1 York Pride 2025 Update

Jacob Gal, York Pride provided a presentation regarding York Pride 2025 Update including NWMRKTProud update, vision for the pride festival, overview of event, planned attendees and dignitaries, walks planned for Main Street, pride transit plan, marketing plan, social media engagement, transit shuttles, and partnerships.

Board Members queried the presenter regarding flags, decals, installation of decals, closure of streets and event parking.

Moved by: Patricia Carmichael

Seconded by: Riley Krieger-Mercer

1. That the presentation provided by Jacob Gal, York Pride regarding York Pride 2025 Update be received.

Carried

Moved by: Ken Sparks

Seconded by: Patricia Carmichael

1. That the Main Street District Business Improvement Area Board of Management authorize a donation of \$2,500 to York Pride for the June 2025 York Pride event.

Carried

5. Deputations

5.1 NWMRKTProud Update

Moved by: Mike D'Angela

Seconded by: Dominic Pedde

1. That the deputation provided by Joanne Sweers regarding NWMRKTProud Update be received.

Carried

6. Approval of Minutes

6.1 Main Street District Board of Management Meeting Minutes of May 7, 2025

Moved by: Mike D'Angela

Seconded by: Patricia Carmichael

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of May 7, 2025 be approved.

Carried

7. Items

7.1 Sub-Committee Reports

7.1.1 Marketing

None.

7.1.2 Working Group

None.

7.1.3 Events

Ken Sparks provided a verbal update regarding Events including the recent car show, Canada Day planning, Fairy Lake Festival, Pride Weekend, Craft Brewery Festival.

Board Members queried staff regarding parking during events.

7.2 Parking Update

The Economic Development Coordinator provided a verbal update regarding Parking Update including paving of the P4 parking lot, completion, and construction timeline for pride events.

7.2.1 Traffic Monitoring in the Downtown

None.

7.3 Financial Update

None.

7.4 Staff Update

The Economic Development Coordinator provided a verbal update regarding Staff Update including the addition of an accessible parking space on Main Street and that this was reviewed by staff after direction

from Council and consultation with the Accessibility Advisory Committee and the addition of van accessible signage along Main Street.

Board Members queried staff regarding parking for the upcoming Craft Beer Festival Update.

7.4.1 Financial Incentive Program Staff Working Group Update

None.

8. New Business

None.

9. Closed Session (if required)

The Board did not resolve into Closed Session.

10. Adjournment

Moved by: Ken Sparks

Seconded by: Mike D'Angela

1. That the meeting be adjourned at 9:20 AM.

Carried

Norm Pereira, Chair

Date