



Town of Newmarket Agenda

Main Street District Business Improvement Area Board of Management

Date: Wednesday, September 3, 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 Newmarket Public Library: Your Library On Main Campaign

1

Note: David di Giovanni, Manager, Programs & Community Engagement, Newmarket Public Library will provide a presentation regarding this matter.

1. That the presentation provided by David di Giovanni, Manager, Programs & Community Engagement, Newmarket Public Library regarding Newmarket Public Library: Your Library On Main Campaign be received.

5. Deputations

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of August 6, 2025

13

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of August 6, 2025 be approved.

7. Items

7.1 Sub-Committee Reports

7.1.1 Marketing

7.1.2 Working Group

7.1.3 Events

7.1.3.1 Halloween Event Discussion

Note: Tom Hempen will speak to this matter.

7.2 Parking Update

7.2.1 Traffic Monitoring in the Downtown

7.3 Financial Update

7.4 Staff Update

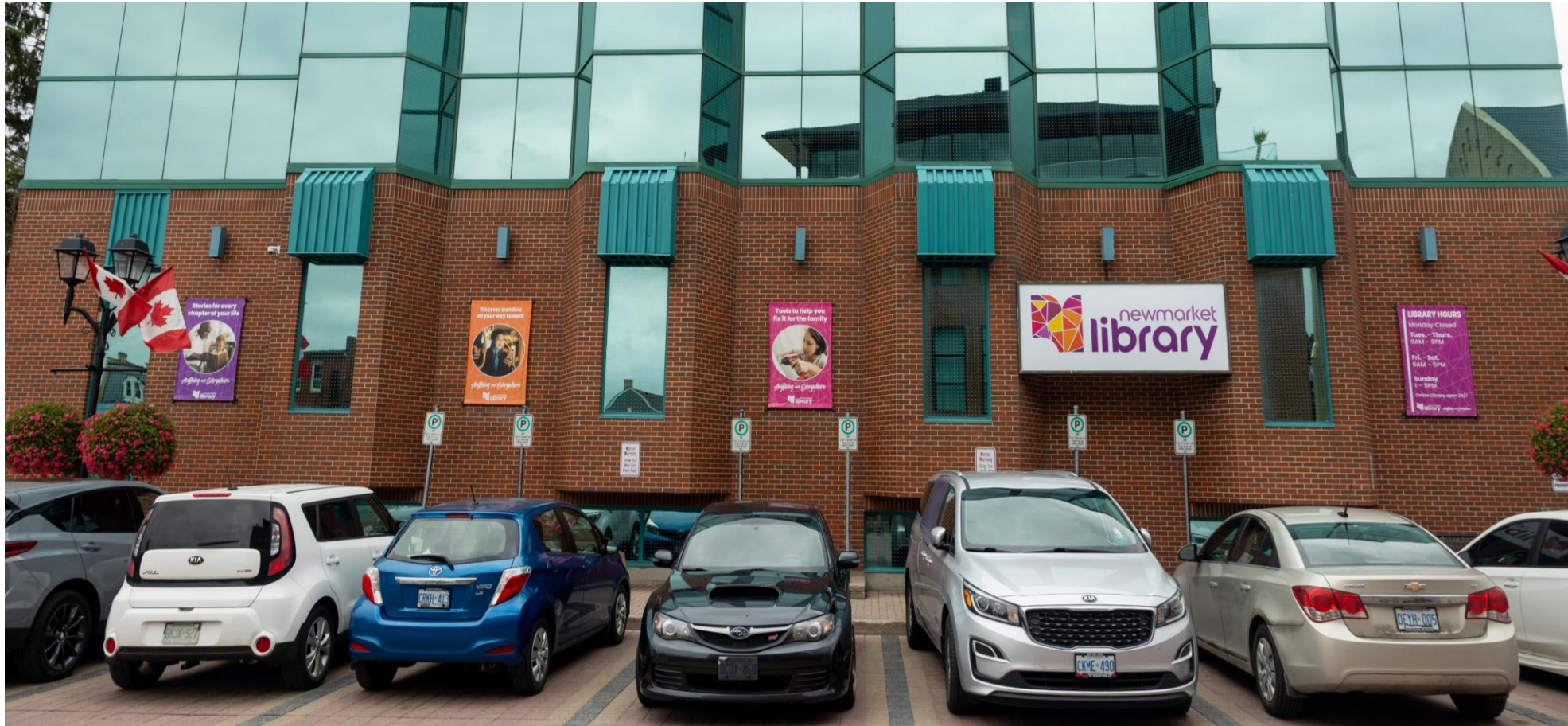
7.4.1 Financial Incentive Program Staff Working Group Update

8. New Business

9. Closed Session (if required)

10. Adjournment

Your Library on Main Campaign October 2025



Strategic Shifts at Newmarket Library



- Single branch Library system serving a community of over 90,000;
- In 2023, a Library rebrand articulated an ethos of “Anything and Everywhere;” prioritizing getting out in the community and building partnerships;
- Moving from a transactional relationship to ‘gathering place;’ prioritizing free and low-cost events for families

Growing Library Membership

- Anyone who is a resident of Ontario can get a Newmarket Library card;
- New online form gets a library card in your inbox immediately;
- Library cards also available to download on your iPhone or Android Wallet;





- October is Canadian Library Month
- Opportunity to raise awareness of libraries' valuable role in the lives of Canadians
- October 19-25, 2025 is Ontario Public Library Week and theme this year is "Libraries for Life"

Your Library on Main Campaign



- Partnership with Main Street businesses;
- Promotes library card sign-ups through business prizes;
- Offers small discounts for library card patrons for Main Street Businesses;
- Leverages the Library's platform to promote local businesses to our audience;

How Does it Work?

- Participating businesses host a campaign poster and donate a prize to the initiative;
- Each week in October, anyone who signs up for a library card or renews a library card is entered into a weekly raffle to win a prize/prizes;
- Existing Library card holders are offered a 5% discount at participating businesses for Ontario Public Library Week (Oct 19-25, 2025)
- All sign-ups in October are also entered to win a larger end-of-month prize basket;



What We Commit To



- Participating business logos on campaign poster, flyers, and email newsletter;
- Social media posts promoting prizes and businesses;
- Promo shared in-Library, at outreach events, at Magna Centre and Ray Twinney, and in all Library Holds;

Library Reach



- 6.5k email newsletter subscribers with a 46% open rate;
- 5,800 social media followers across Facebook and Instagram, with roughly 1-2k reach per post on boosted content;
- About 15k patrons use the physical Library per month;

What We'd Need



- Donation of one prize to the initiative and send logo;
- Host an in-store campaign poster;
- Track number of transactions from library card holders during Ontario Public Library Week (tracking and info sheet to be provided)
- Like, post, share– and help us spread the word!

Questions?



Contact

David di Giovanni
Manager, Programs and Community Engagement
Newmarket Library
ddigiovanni@newmarketpl.ca
905-953-5110 x4705



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, August 6, 2025
 Time: 8:30 AM
 Location: Streamed live from the Municipal Offices
 395 Mulock Drive
 Newmarket, ON L3Y 4X7

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

Members Absent: Sheila Stewart
 Councillor Kwapis

Staff Present: E. Thomas-Hopkins, Legislative Coordinator

The meeting was called to order at 8:35 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

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 July 2, 2025

Moved by: Ken Sparks

Seconded by: Riley Krieger-Mercer

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of July 2, 2025 be approved.

Carried

7. Items

7.1 Sponsorship Discussion

Tom Hempen provided a verbal update regarding Sponsorship Discussion including the Board's current levy, amount spent annually in sponsorships, setting limits for donations and sponsorships and continuing this discussion at the next meeting.

Moved by: Tom Hempen

Seconded by: Dominic Pede

1. That the item 'Sponsorship Discussion' be added to the next Main Street District Business Improvement Area Board of Management meeting for discussion.

Carried

7.2 Sub-Committee Reports**7.2.1 Marketing**

None.

7.2.2 Working Group

None.

7.2.3 Events

Ken Sparks provided a verbal update regarding Events including upcoming discussions for fall and winter event planning, summer fest and parking for the event.

Board Members queried staff regarding parking and transportation options for the upcoming summer fest event.

7.3 Parking Update

None.

7.3.1 Traffic Monitoring in the Downtown

The Economic Development Coordinator advised that an update on the Loop Parking Pilot Project will be provided at an upcoming meeting.

7.4 Financial Update

The Treasurer provided a verbal update regarding Financial Update including an update on the budget and year to date spending.

7.5 Staff Update

None.

7.5.1 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: Riley Krieger-Mercer

1. That the meeting be adjourned at 8:55 AM.

Carried

Tom Hempen, Chair

Date