



# Town of Newmarket

## Minutes

### Main Street District Business Improvement Area Board of Management

Date: Wednesday, April 7, 2021

Time: 8:30 AM

Location: Electronic VIA ZOOM  
See How to Login Guide

Members Present: Tom Hempen, Chair  
Allan Cockburn, Vice Chair  
Councillor Kwapis  
Councillor Twinney (8:38 AM - 9:17 AM)  
Debbie Hill  
Jennifer McLachlan  
Ken Sparks

Members Absent: Rob Clark  
Mark Iacovetta  
Omar Saer

Staff Present: E. Hawkins, Business Development Specialist  
J. Grossi, Legislative Coordinator

The meeting was called to order at 8:32 AM.  
Tom Hempen in the Chair.

#### 1. Notice

Tom Hempen advised that all Town facilities were closed to the public, and that members of the public were encouraged to attend an electronic Advisory Committee or Board Meeting by joining through the ZOOM information provided with the agenda.

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

None.

**3. Conflict of Interest Declarations**

None.

**4. Presentations & Recognitions**

**4.1 Pub Crawl Experience Update**

Ariana Laxdal, Chief Event Specialist and Co-founder of RiLax Event Management provided the Main Street District Business Improvement Area Board of Management with a presentation regarding the Pub Crawl Experience. She provided an overview of the participating restaurants and their proposed menu items, additional ticket information, and mock ups of various marketing items. She also presented the confirmed sponsors and the three phase social media strategy.

Members queried the presenter regarding ticket sale dates, logo options and marketing opportunities.

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the presentation provided by Ariana Laxdal, Chief Event Specialist and Co-founder, RiLax Event Management regarding the Pub Crawl Experience Update be received.

**Carried**

**5. Deputations**

None.

**6. Approval of Minutes**

**6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of March 3, 2021**

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 3, 2021 be approved.

**Carried**

## **7. Items**

### **7.1 Newmarket Chamber of Commerce Networking Breakfast**

Jennifer McLachlan advised the Board that she would be speaking on behalf of the BIA at the Newmarket Chamber of Commerce Networking Breakfast. She asked the Members to provide her with some ideas or topics that they would like to see highlighted during her segment.

### **7.2 WordPress Business Pro Invoice**

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management approve the HostPapa invoice regarding WordPress Business Pro for the amount of \$243.40.

**Carried**

### **7.3 Council Workshop regarding Boards and Committees of Council**

The Legislative Coordinator advised that a Council Workshop has been scheduled for June 7, 2021 to allow all Town of Newmarket Advisory Boards and Committees an opportunity to present their recent work to Council. Jennifer McLachlan volunteered to present on behalf of the BIA.

### **7.4 Sub-Committee Reports**

Street Events

- Tom Hempen advised that street events are currently on hold due to the Public Health measures and that the Town will continue looking at opportunities for the Fall.

Advertising and COVID-19 Marketing & Advertising

- Jennifer McLachlan advised that the partnerships with snapd and the Newmarket Chamber of Commerce were working well, and that additional updates related to social media would be shared as projects moved along.

## **7.5 Garbage Update**

Councillor Kwapis advised that there were no new updates regarding garbage on Main Street, and that the Town is continually working to improve the inground garbage containers.

## **7.6 Parking Update**

Councillor Kwapis advised that letters had been circulated to all residents on D'Arcy Street regarding the 11 or 12 new parking spaces that would be created, once approved by Council.

## **7.7 Staff Update**

### **7.7.1 Financial Update**

The Business Development Specialist reviewed the revised vendor payment process which is to be used to streamline the process between the Town of Newmarket's Finance Department and Board Members. She further advised that this process and an overview of the month end would be distributed by email.

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

The Business Development Specialist advised that no new applications had been received for the Financial Incentive Program.

## **8. New Business**

### **8.1 Vendors in Riverwalk Commons**

Ken Sparks asked for an update regarding vendors in Riverwalk Commons when Public Health measures allowed.

### **8.2 Updates**

Tom Hempen provided the following updates on behalf of Rob Clark, in his absence:

Website

- COVID-19 Marketing & Advertising Committee meeting will be scheduled to review the wireframes. The final version will be circulate it to the Board of Management via email.

snagd

- Social Media support will begin in May, the retainer hours April were used to support Digital Main Street needs.
- Please provide an updates on the following to assist with social media content creation:
  - New Additions to BIA (new Merchants or changes) i.e. New store
  - Significant upcoming/past/current events
  - Direct News or news that impacts Main Street (good or bad)
  - Commercial Leases available (with details)
  - Properties for sale
  - Accolades/Celebrations (merchants)
  - Residential leases (with details)

## 9. Closed Session

Tom Hempen advised that there was no requirement for Closed Session.

## 10. Adjournment

Moved by: Ken Sparks

Seconded by: Jennifer McLachlan

1. That the meeting be adjourned at 9:17 AM.

**Carried**

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Tom Hempen, Chair

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Date