



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, May 4, 2022
Time: 8:30 AM
Location: Electronic VIA ZOOM

Members Present: Tom Hempen, Chair
Allan Cockburn, Vice Chair (8:35 AM - 9:51 AM)
Councillor Kwapis
Rob Clark
Jennifer McLachlan
Ken Sparks
T. Munusami, CEO, Newmarket Public Library

Members Absent: Councillor Twinney
Mark Iacovetta

Staff Present: E. Hawkins, Business Development Specialist
A. Cammaert, Manager of Planning Services
J. Grossi, Acting Deputy Clerk
K. Huguenin, Legislative Coordinator

The meeting was called to order at 8:30 AM.
Tom Hempen in the Chair.

1. Notice

Tom Hempen advised that members of the public were encouraged to watch the live stream at newmarket.ca/meetings, or attend this meeting 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

4.1 Main Street StoryWalk

The CEO of the Newmarket Public Library provided a presentation regarding the Main Street StoryWalk which included background information and examples, the TD Summer Reading Club book selection, and ways that businesses can get involved.

Members discussed advertising and marketing initiatives available for the StoryWalk, options for future events, and business collaboration.

Moved by: Councillor Kwapis

Seconded by: Jennifer McLachlan

1. That the presentation provided by the Chief Executive Officer, Newmarket Public Library regarding the Main Street StoryWalk 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 2, 2022

Moved by: Ken Sparks

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 2, 2022 be approved.

Carried

7. Items

7.1 Newmarket Car Club

Tom Hempen provided an overview of the Newmarket Car Club 2022 event, and advised that they had asked for a \$500 donation from the BIA.

Members discussed the increased foot traffic that this events brings to Main Street, options for providing donations to events and organizations, and the inclusion of these decisions in the strategic priority process.

Moved by: Councillor Kwapis

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management approve a donation of \$500 to the Newmarket Car Club.

Carried

7.2 Mix and Mingle

Jennifer McLachlan advised that a Mix and Mingle was planned for June 4, 2022 at Cachet Supper Club, and asked if the BIA wanted to partner on the event. Members discussed options for planning a BIA specific Mix and Mingle event.

7.3 Random Acts of Downtown Shopping

The Business Development Specialist provided an overview of the Random Acts of Downtown Shopping initiative including the gift voucher program, distribution efforts, and social media engagement.

7.4 Strategic Plan Meeting

Members discussed their availability for strategic planning sessions and agreed that two half day sessions would be preferred. The Acting Deputy Clerk advised that potential dates would be circulated by email.

7.5 Sub-Committee Reports

- Street EventsMembers discussed event logistics for the Canada Day event, partnership with the Town, and vendor applications. Members also discussed possible future events including the Longest Table.
- Advertising and WebsiteRob Clark provided an update on the website development and advised that it would be ready by the end of May with no content. Additional updates would be provided at future BIA meetings.

7.6 Parking Update

Councillor Kwapis provided a reminder that parking was available on D'Arcy Street.

7.7 Staff Update

7.7.1 Financial Update

The Business Development Specialist provided an update on the budget and advised that at the end of March 2022, just over \$10,000 had been approved for spend, and that the amount allotted for the OBIAA conference and hotel would be moved back into available funds as no one attend the conference.

7.7.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist remind members of the Financial Incentive Program and highlighted the accessibility enhancements section.

8. New Business

8.1 Main Street Boutique Hotel

The Manager of Planning Services provided an update on the boutique hotel coming to Main Street, reviewed vehicle signage options on Highway 404 and pedestrian signage on Main Street, and brainstormed BIA improvements.

Members discussed options for partnering with the new business, and including these ideas in the strategic planning process.

9. Closed Session (if required)

None.

10. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Ken Sparks

1. That the meeting be adjourned at 9:51 AM.

Carried

Tom Hempen, Chair

Date