



# **Town of Newmarket**

## **Minutes**

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

Date: Wednesday, June 1, 2022  
Time: 8:30 AM  
Location: Streamed live from the Municipal Offices  
395 Mulock Drive  
Newmarket, ON L3Y 4X7

Members Present: Tom Hempen, Chair  
Councillor Kwapis  
Councillor Twinney  
Rob Clark  
M. Iacovetta (9:07 AM - 9:35 AM)  
J. McLachlan (8:35 AM - 10:01 AM)  
Ken Sparks

Members Absent: Allan Cockburn, Vice Chair

Staff Present: E. Hawkins, Business Development Specialist  
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 attend an Advisory Committee or Board Meeting by viewing the live stream available at [newmarket.ca/meetings](http://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 May 4, 2022**

Moved by: Ken Sparks

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of May 4, 2022 be approved.

**Carried**

**7. Items**

**7.1 Sub-Committee Reports**

Street Events

- Tom Hempen advised of the meeting with the Town regarding Canada Day 2022 which included road closures, event timing and logistics and the grant for the downtown area.

Advertising & Website

- Rob Clark provided an update on the website and will request feedback once it is ready. Invoices and payments were also discussed related to this matter. Members also discussed new vendors on Main Street and how to engage with them and share ideas.

**7.2 Parking Update**

Members discussed the 30 minute parking duration on Main Street that was in effect during the pandemic and suggestions to revisit the times and options for further discussions with the community, BIA and businesses.

Members also discussed the closure and maintenance of the parking lot at Market Square.

### **7.3 Staff Update**

#### **7.3.1 Financial Update**

The Business Development Specialist advised there were no updates but will provide an update at a later date.

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

The Business Development Specialist advised that an update will be provided when the program is officially awarded. Members also discussed ways to make improvements to the downtown area.

## **8. New Business**

### **8.1 Email Distribution List**

Members discussed an email distribution list for the BIA Board to share. Some concerns were raised regarding privacy.

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Email Distribution List be added as a standing item on the agenda for the Main Street District Business Improvement Area Board of Management for review to ensure it is current and accurate.

**Carried**

### **8.2 Library and Heritage Walking Tour**

The Business Development Specialist provided an update regarding engagement with the library and decals on the sidewalk for the heritage walking tour.

### **8.3 Survey**

The Business Development Specialist discussed a draft survey for membership with business focused questions. The survey will be circulated to membership and the BIA Board for comments before going to Council.

#### **8.4 Longest Table Event**

Jennifer McLachlan discussed the longest table event and the requirement to actively start working toward planning the event.

Moved by: Councillor Kwapis

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management request the third Sunday in August at 5:00 PM for the Longest Table event.

**Carried**

#### **8.5 Events**

Jennifer McLauchlan provided information on a fundraising event at Cachet Restaurant on June 23 and the community bridge with the Newmarket Food Pantry.

#### **8.6 Strategic Plan**

Members discussed the strategic plan and scheduling a session with the consultant.

Moved by: Rob Clark

Seconded by: Jennifer McLachlan

1. That the Main Street District Business Improvement Area Board of Management continue to move forward with the Strategic Plan.

**Carried**

### **9. Closed Session (if required)**

None.

**10. Adjournment**

Moved by: Ken Sparks

Seconded by: Jennifer McLachlan

1. That the meeting be adjourned at 10:01 AM.

**Carried**

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Tom Hempen, Chair

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Date