



Town of Newmarket
Minutes
Main Street District Business Improvement Area
Board of Management

Date: Wednesday, July 6, 2022
Time: 8:30 AM
Location: Streamed live from the Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Members Present: Tom Hempen, Chair
Allan Cockburn, Vice Chair (8:30 AM - 10:36 AM)
Councillor Kwapis
Rob Clark
Jennifer McLachlan
Ken Sparks

Members Absent: Councillor Twinney
Mark Iacovetta

Staff Present: E. Hawkins, Business Development Specialist
K. Huguenin, Legislative Coordinator

Guests: Rob Dale, Master Coach, Rhapsody Strategies (8:32 AM - 10:39 AM)
Anastasia Havriluk, Cachet Supper Club (10:47 AM - 10:54 AM)
Olha Zharii, Cachet Supper Club (10:47 AM - 10:54 AM)

The meeting was called to order at 8:31 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, 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 June 01, 2022

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

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

Carried

6.2 Main Street District Business Improvement Area Board of Management Special Meeting Minutes June 29, 2022

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the Main Street District Business Improvement Area Board of Management Special Meeting Minutes of June 29, 2022 be approved.

7. Items

7.1 Strategic Plan

Rob Dale from Rhapsody Strategies reviewed the strategic ideas that were discussed at the meeting held on June 29, 2022 and worked with the members to create strategic themes. Recognizing that there may be some changes to the Board in November, a plan was discussed that could be implemented to provide good guidance and direction.

The Board members discussed several core themes that would help address the various challenges. Rob Dale will provide a Strategic Plan Summary which will include the themes and a list of prioritized tactics. The Summary will be distributed to the Board.

7.2 Sub-Committee Reports

Street Events

- Ken Sparks provided an update on Canada Day. They also discussed how this event affected BIA businesses and vendors.

Advertising

- Rob Clark advised there were no active campaigns.

Website

- Rob Clark provided an update on the website launch and suggested having someone to assist with the website on a day to day basis.
- Anastasia Havriluk and Olha Zharii provided an update on their research regarding businesses that will be listed on the website.

7.3 Parking Update

There was no update on the 30 minute parking plan as Council is on a break and will resume in August.

7.4 Staff Update

7.4.1 Financial Update

The Business Development Specialist advised that final numbers for June were not available. Special revenue will be reflected in July or in a subsequent report in August.

The Business Development Specialist also advised that there will be an opportunity for the community to participate in the official plan process. The date is still to be determined. The Town is looking for feedback from the current BIA and from the next Board in 2023.

7.4.2 Financial Incentive Program Staff Working Group Update

The Business Development Specialist advised there were no changes. New businesses continue to apply.

7.5 Email Distribution List

Ken Sparks is working on the distribution list.

8. New Business

None.

9. Closed Session (if required)

10. Adjournment

Moved by: Jennifer McLachlan

Seconded by: Rob Clark

1. That the meeting be adjourned at 11:00 AM.

Carried

Tom Hempen, Chair

Date