



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

Date: Thursday, September 14, 2023
Time: 8:30 AM
Location: Streamed live from the Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Members Present: Tom Hempen, Chair
Ken Sparks
Dominic Pede
Patricia Carmichael
Sheila Stewart
Norm Pereira
Avi Wulfand
Councillor Kwapis

Members Absent: Allan Cockburn, Vice Chair
Grant Buckley

Staff Present: S. Granat, Legislative Coordinator
E. Thomas-Hopkins, Legislative Coordinator
B. Morrow, Grant Coordinator

The meeting was called to order at 8:33 AM.
Tom Hempen in the Chair.

1. Notice

Tom Hempen advised that meetings of the Main Street District Business Improvement Area Board of Management were open to the public and could be

viewed by live stream at newmarket.ca/meetings, or by attending in person at the Council Chambers at 395 Mulock Drive.

2. Additions and Corrections to the Agenda

The Legislative Coordinator advised of the following correction to the agenda:

- Item 5.1 - Young At Heart Event - Deputation by Lawrence Moule, edits were made to his presentation and were distributed accordingly.

3. Conflict of Interest Declarations

None.

4. Presentations & Recognitions

None.

5. Deputations

5.1 Young At Heart Event - October 21, 2023

Members of the Board queried the deputant on promotional signage and distribution of posters along Main Street.

Moved by: Councillor Kwapis

Seconded by: Patricia Carmichael

1. That the deputation by Lawrence Moule, After Hours Big Band, regarding the Young At Heart Event - October 21, 2023, be received.

Carried

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That the Newmarket Main Street Business Improvement Area authorize a donation of \$120 to the After Hours Big Band for the October event Young At Heart.

Carried

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Directors Meeting Minutes of August 2, 2023

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Directors Meeting Minutes of August 2, 2023 be approved.

Carried

7. Items

7.1 Town of Newmarket Grant Procedure and Updates

The Grants Coordinator spoke regarding the Town of Newmarket Grant Procedure and Updates including a provincial tourism grant opportunity, the application process, and a tourism and event strategy for BIA programming for the future.

7.2 Sub-Committee Reports

7.2.1 Marketing

Tom Hempen provided the Marketing update regarding mailouts, social media posts, and that further discussion is required.

7.2.2 Working Group

None.

7.2.3 Fall Events

Sheila Stewart provided the Fall Events update regarding the sub-committee's activity, organizing Fall and December event, and flyers.

7.3 Parking Update

Councillor Kwapis provided the Parking Update regarding a walk through, possible additional parking spaces on Church Street.

7.4 Garbage Update

Councillor Kwapis provided the Garbage Update regarding the Labour Day long weekend garbage at Market Square, and the Town's Customer Service assistance with garbage.

Members of the Board discussed if the Town could proactively remove garbage before long weekends and picked-up again after, and exploring different garbage pickup options during long weekends.

7.5 Staff Update

7.5.1 Financial Update

None.

7.5.2 Financial Incentive Program Staff Working Group Update

None.

8. New Business

8.1 Short-term Parking on Church Street

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That Council direct staff review the feasibility of additional short-term parking towards the South end of Church Street.

Carried

8.2 Main Street Film Permits

Dominic Pede queried regarding production and filming permit fees.

Members discussed the filming permit process and administration, the Shop Local program, and an update regarding the Shop Local program.

8.3 Street Closure Communications

Councillor Kwapis spoke regarding a closure of Main Street on September 13 due to crosswalk repair, improving communication for future road closures, and a future meeting with Public Works.

9. Closed Session (if required)

The Board of Management did not resolve into Closed Session.

10. Adjournment

Moved by: Norm Pereira

Seconded by: Patricia Carmichael

1. That the meeting be adjourned at 9:09 AM.

Carried

Tom Hemen, Chair

Date