



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

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

Members Present: Tom Hemen, Chair
Ken Sparks
Dominic Pede
Sheila Stewart
Norm Pereira
Councillor Kwapis

Members Absent: Allan Cockburn, Vice Chair
Patricia Carmichael
Grant Buckley
Avi Wulfand

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

The meeting was called to order at 8:34 AM. Tom Hemen in the Chair.

1. Notice

Tom Hemen 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 September 14, 2023

Moved by: Norm Pereira

Seconded by: Ken Sparks

Main Street District Business Improvement Area Board of Management Meeting Minutes of September 14, 2023 Item 8.1 - Short Term Parking on Church Street was amended and is noted below in bold:

1. **That Council direct staff review the feasibility of additional short-term parking on Church Street between Eagle Street and Timothy Street;** and,
2. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of September 14, 2023 be approved as amended.

Carried

7. Items

7.1 Trick or Treat on Main Street - November 1, 2023: Budget

Sheila Stewart provided a verbal update regarding the Trick or Treat on Main Street event on November 1, 2023 regarding event plans and budget requirements.

Moved by: Sheila Stewart

Seconded by: Norm Pereira

- 1. That the Main Street District Business Improvement Area Board of Management approve and authorize \$300 budget for the Trick or Treat event on Main Street on November 1, 2023.

Carried

7.2 Sub-Committee Reports

7.2.1 Marketing

No updates provided.

7.2.2 Working Group

No updates provided.

7.2.3 Fall Events

Members of the Committee discussed Fall Events including ideas and budgets for upcoming events, the Tree Lighting Ceremony and Santa Clause Parade, and 2022 budgets.

Moved by: Ken Sparks

Seconded by: Norm Pereira

- 1. That the Main Street District Business Improvement Area Board of Management approve \$5,000 for the 2023 Tree Lighting event.

Carried

7.3 Parking Update

Councillor Kwapis provided a verbal Parking update regarding motion to Council to direct staff to complete a parking feasibility study on Church Street from Eagle Street to Timothy Street.

7.4 Staff Update

7.4.1 Financial Update

No update provided.

7.4.2 Financial Incentive Program Staff Working Group Update

No update provided.

8. New Business

8.1 Sponsorship Invoice Processes

Dominic Pede provided a verbal update regarding Sponsorship Invoice Processes including the invoicing process.

8.2 Santa Clause Parade

Councillor Kwapis provided a verbal update regarding the Santa Clause Parade. Members of the Board discussed past involvement of the Business Improvement Area in the parade and funding.

Moved by: Norm Pereira

Seconded by: Dominic Pede

1. That the Main Street District Business Improvement Area Board of Management approve and authorize \$100 in sponsorship annually for the remainder of this term of Council, 2023 to 2026 inclusive.

Carried

9. Closed Session (if required)

The Board did not resolve into Closed Session.

10. Adjournment

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That the meeting be adjourned at 8:58 AM.

Carried

Tom Hemen, Chair

Date