



Town of Newmarket
Minutes
Newmarket Economic Development Advisory
Committee

Date: Tuesday, November 14, 2023
Time: 4:00 PM
Location: Cane Room
Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Members Present: Jessica Rawlley, Chair
Paul Crossdale
Donna Fevreau
Carin Binder
Steven Bruno
Beric Farmer
Patrick Horgan
Edmund Yeung
Anil Abrol
David Lotimer
Laurie Baker
Les Mallins
Nasim Bahari
Ysni Semsedini
Chris Emanuel
Mayor Taylor
Deputy Mayor & Regional Councillor Vegh

Staff Present: E. Hawkins, Business Development Specialist
I. McDougall, Chief Administrative Officer
C. Kallio, Economic Development Officer
E. Thomas-Hopkins, Legislative Coordinator

The meeting was called to order at 4:02 PM. Jessica Rawlley in the Chair.

1. Notice

Jessica Rawlley advised that members of the public could attend this meeting in person only at the Municipal Offices at 395 Mulock Drive.

2. Additions & Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Presentations & Deputations

None.

5. Approval of Minutes

5.1 Newmarket Economic Development Advisory Committee Meeting Minutes of May 30, 2023

Moved by: Donna Fevreau

Seconded by: Carin Binder

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of May 30, 2023 be approved.

Carried

6. Items

6.1 Economic Development Staffing Updates

Chris Kallio provided a staffing update to the Economic Development department.

Elizabeth Hawkins provided an overview of changes to her portfolio, a new Community Branding Strategy, what's next for the downtown, and how the Economic Development team is delivering on Council priorities.

6.2 Major Developments Update

Chris Kallio provided a verbal update of new and ongoing projects including developments such as Redwood, Kingsley Square-Briarwood, the Davis Residences at Bakersfield, 17365 and 17395 Yonge Street – Marianneville, 17175 Yonge Street, 315 Davis Drive at Lorne, 301 Mulock Drive, Bayview and Mulock, Streetcar Main and Queen Street, Commercial Developments, Tricap Properties, Stackhouse Developments, Shining Hill.

6.3 Newmarket Community Branding Strategy

Mayor Taylor provided a verbal update regarding the development of a new branding strategy for the Town of Newmarket.

Members discussed opportunities to highlight recreation centers and capacity building, opportunities for outdoor recreation, expanding recreational infrastructure, leveraging existing infrastructure, and building community connections.

Elizabeth Hawkins discussed previous marketing strategies for economic development, including the Choose Local gift card program, existing economic development branding, 2023-2025 economic development marketing plans, and tactics and outreach including leveraging LinkedIn to reach business professionals, expanding talent acquisition, and engagement with those looking to relocate from Toronto to another area outside the City.

7. New Business

None.

8. Closed Session

The Committee did not resolve into Closed Session.

9. Next Meeting

The Clerk's Department will schedule the next meeting.

10. Adjournment

Moved by: Patrick Horgan

Seconded by: David Lotimer

1. That the meeting be adjourned at 5:47 PM.

Carried

Donna Fevreau, Chair

Date