



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

Date: Wednesday, December 6, 2023
Time: 8:30 AM
Location: Streamed live from the Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Members Present: Tom Hemen, Chair
Allan Cockburn, Vice Chair
Ken Sparks
Dominic Pede
Patricia Carmichael
Sheila Stewart
Norm Pereira
Councillor Kwapis

Members Absent: Grant Buckley
Avi Wulfand

Staff Present: C. Kallio, Economic Development Officer
E. Thomas-Hopkins, Legislative Coordinator
B. Morrow, Grant Coordinator
D. Lowes, Business Development Specialist

The meeting was called to order at 8:31 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

5.1 Newmarket Chabad: Sponsorship Request for 2023 Chanukah Events

Rabbi Mendy Grossbaum provided a deputation regarding a sponsorship request of \$500.00 for Chanukah events at the Riverwalk Commons.

Moved by: Allan Cockburn

Seconded by: Councillor Kwapis

1. That the deputation provided by Rabbi Mendy Grossbaum of Newmarket Chabad be received.

Carried

Moved by: Councillor Kwapis

Seconded by: Norm Pereira

1. That the Main Street District Business Improvement Area Board of Management authorize a donation of \$500.00 to Newmarket Chabad for 2023 Chanukah events at the Riverwalk Commons.

Carried

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of November 1, 2023

Moved by: Ken Sparks

Seconded by: Norm Pereira

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of November 1, 2023 be approved.

Carried

7. Items

7.1 Highway Signage Payments

Al Cockburn discussed highway signage payments and queried board members and staff on the BIA's history of payment.

Staff clarified history of the signage payments.

Members agreed that the Board will be responsible for payment for the remainder of the term, as per the motion carried at the November 1, 2023 Board Meeting.

7.2 Sub-Committee Reports

7.2.1 Marketing

Ken Sparks provided a verbal update on Marketing for the BIA including positive feedback on social media engagement and that social media posts will increase over the holidays.

7.2.2 Working Group

No updates provided.

7.2.3 Fall/Winter Events

Tom Hempen provided a verbal update that the Board is working towards a sponsorship grant through Central Ontario Counties and that funding has been applied for.

Members discussed plans for winter events and that further discussion is needed in the New Year.

Councillor Kwapis reminded Board Members and members of the public that Frozen Fridays continues throughout December at the Riverwalk Commons.

7.3 Parking Update

No new parking updates provided. Members queried status of parking in the existing Tennis Courts and feasibility of other parking options in the downtown area.

7.4 Staff Update

7.4.1 Financial Update

Dominic Pede, Treasurer, provided a verbal Financial update on the Board's budget and recent approvals for event funding. Sheila Stewart asked for a reimbursement of \$632 for personal funds used towards Main Street District Business Improvement Area event planning.

Moved by: Dominic Pede

Seconded by: Patricia Carmichael

1. That Sheila Stewart be reimbursed \$632 for the use of personal funds for events planned for the Main Street District Business Improvement Area.

Carried

7.4.2 Financial Incentive Program Staff Working Group Update

Chris Kallio provided a verbal update on completion of funding for businesses in the downtown for recent renovations.

8. New Business

8.1 Experience Ontario 2024 Grant - Central Counties Tourism

Ken Sparks discussed the Experience Ontario 2024 grant from Central Counties Tourism and asked Staff if the Board could apply. The Town's Grant Coordinator will look into opportunities.

8.2 Shop Local Campaign - Valentine's Day

Sheila Stewart discussed initiating planning of a Shop Local campaign for Valentine's Day and the events sub-committee will begin discussions planning and budget requirements.

9. Closed Session (if required)

The Board did not resolve into Closed Session.

10. Adjournment

Moved by: Norm Pereira

Seconded by: Allan Cockburn

1. That the meeting be adjourned at 9:10 AM.

Carried

Tom Hempen, Chair

Date