



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

Date: Wednesday, March 6, 2024
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
Ken Sparks
Dominic Pede
Patricia Carmichael
Sheila Stewart
Norm Pereira
Councillor Kwapis

Members Absent: Avi Wulfand
Grant Buckley

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 8:30 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

4.1 Mobile Applications

Chris Tulk provided a presentation regarding mobile applications including advantages of mobile applications, data collection and analysis, increasing engagement on social media, and key features of MACCK Digital Marketing applications.

Board Members queried Chris Tulk regarding the notifications feature, application ownership, website versus mobile application, and pricing.

Moved by: Allan Cockburn

Seconded by: Norm Pereira

1. That the presentation provided by Chris Tulk, MACCK Digital Marketing regarding mobile applications be received.

Carried

5. Deputations

5.1 Newmarket Farmer's Market

Rebecca Alton provided a presentation regarding the 2024 Newmarket Farmer's Market including an overview of the event, a new pilot project shuttling patrons from Ray Twinney Recreation Complex to Riverwalk Commons via trolley, sign sponsorship, social media promotion, and extending trolley hours.

Board Members queried Rebecca regarding logistics of the shuttle, extending hours of trolley operation, sign sponsorships, how often the shuttle operates, and advertising.

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That the deputation provided by Rebecca Alton, Vice President, Newmarket Farmer's Market regarding the 2024 Newmarket Farmer's Market be received.

Carried

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of February 7, 2024

Moved by: Norm Pereira

Seconded by: Patricia Carmichael

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of February 7, 2024 be approved.

Carried

7. Items

7.1 Sub-Committee Reports

7.1.1 Marketing

Sheila Stewart provided a verbal update regarding marketing including a focus on social media for the upcoming Easter Bunny on Main event.

7.1.2 Working Group

No updates.

7.1.3 Events

Tom Hempen provided an update regarding the upcoming Easter event including an egg painting competition for kids, social media posts, discussions on locations dependent on weather, and requesting a budget of \$4,000.

Tom Hempen provided an update on the Mother's Day event being planned including gifts for moms, advertising, shopping, photo opportunities for moms, flowers for moms who visit Main Street, contents and prizes, and requesting a budget of \$6,000.

Moved by: Sheila Stewart

Seconded by: Norm Pereira

1. That the Main Street District Business Improvement Area Board of Management approve and authorize a budget of \$4,000 for the 2024 Easter event.

Carried

Moved by: Ken Sparks

Seconded by: Sheila Stewart

1. That the Main Street District Business Improvement Area Board of Management approve and authorize a budget of \$6,000 for the 2023 Mother's Day event.

Carried

7.2 Parking Update

Councillor Kwapis provided a verbal update that staff will bring the Church Street parking review back to Council.

7.3 Financial Update

Dominic Pede, Treasurer provided a verbal update on BIA spending as of March 6, 2024.

Staff discussed the Ice Lounge on Main event and that a survey had been sent out to all businesses. Staff will be compiling the results of the post-event survey over the next few weeks and will share once available.

7.4 Staff Update

7.4.1 Financial Incentive Program Staff Working Group Update

Chris Kallio, Economic Development Officer provided a verbal update on the Financial Incentive Program including completed and ongoing projects, grants for businesses, budgets and funding.

8. New Business

8.1 New Businesses on Main Street

Councillor Kwapis suggested that the Board provide new businesses opening on Main Street with a welcome package familiarizing them with the Business Improvement Area.

8.2 Grants

Brett Morrow, Grants Coordinator provided a verbal update regarding the My Main Street Grant including eligibility, how to apply and details surrounding the grant.

9. Closed Session (if required)

The Board did not resolve into closed session.

10. Adjournment

Moved by: Norm Pereira

Seconded by: Patricia Carmichael

1. That the meeting be adjourned at 9:29 AM.

Carried

Tom Hempen, Chair

Date