



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

Date: Wednesday, April 3, 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
Sheila Stewart
Norm Pereira
Councillor Kwapis

Members Absent: Avi Wulfand, Vice Chair
Dominic Pede
Patricia Carmichael
Grant Buckley

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

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 March 6, 2024

Moved by: Norm Pereira

Seconded by: Councillor Kwapis

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 6, 2024 be approved.

Carried

7. Items

7.1 Sub-Committee Reports

7.1.1 Marketing

Tom Hempen provided an update on marketing regarding the recent Easter event including the budget approved by the Board for marketing, recognition done through social media and sponsorships, as well as event attendance.

7.1.2 Working Group

Tom Hempen provided an update on the working group and that the group will meet to discuss marketing of the BIA.

7.1.3 Events

Sheila Stewart provided an update on the Easter event on Main Street including event attendance, painting events, and community feedback.

Councillor Kwapis queried members regarding what made the event successful and if such tactics can be implemented for future events.

7.2 Parking Update

Councillor Kwapis provided the parking update including timelines for the demolition of the tennis courts and additional Church Street parking.

Members queried regarding completion timelines of the modular parking structure.

The Economic Development Officer discussed parking for summer events and the Town's coordination work for summer events and parking.

7.3 Financial Update

None.

7.4 Staff Update

7.4.1 Financial Incentive Program Staff Working Group Update

The Economic Development Officer provided a verbal update to the Financial Incentive Program regarding inquiries and interest received last month.

8. New Business

8.1 Canada Day Planning

Ken Sparks provided an update that Canada Day event planning is underway including vendor application availability, a walkthrough with Town staff, and further discussions with Town staff regarding planned programming.

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 8:52 AM.

Carried

Tom Hemen, Chair

Date