



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

Date: Wednesday, May 1, 2024
Time: 8:30 AM
Location: Streamed live from the Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Members Present: Tom Hemen, Chair
Avi Wulfand, Vice Chair
Ken Sparks
Dominic Pede
Patricia Carmichael
Sheila Stewart
Norm Pereira
Councillor Kwapis (8:34 - 10:03 AM)

Members Absent: Allan Cockburn
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 Hempen 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

The Legislative Coordinator provided the following correction:

- Item 5.1 - Elliot Neuman will provide his deputation at a later date.

Moved by: Ken Sparks

Seconded by: Norm Pereira

1. That the correction provided by the Legislative Coordinator be received.

Carried

3. Conflict of Interest Declarations

None.

4. Presentations & Recognitions

4.1 Ice Lounge on Main Post-event Analysis

The Business Development Specialist provided a presentation regarding the Ice Lounge on Main Post-event Analysis including business engagement, an overview of the event, survey summary, responses and feedback from businesses, communications and marketing, business sales, parking data, the choose local campaign, and suggestions for similar events in the future.

Board Members queried the Business Development Specialist regarding more inclusive programming for families, increased survey participation, and BIA participation in the shop to win campaign.

Moved by: Norm Pereira

Seconded by: Dominic Pedde

1. That the presentation provided by Dave Lowes, Business Development Specialist regarding Ice Lounge on Main Post-event Analysis be received.

Carried

5. Deputations

5.1 Social Media

Stefania Pede, CEO, Cocoa40 Inc. provided a deputation regarding social media including increasing presence through email communications and social media, creating a calendar for the year with relevant events shared with the membership, expanding social media presence on different channels, support from students, volunteers and interns to expand social media.

Board Members queried Stefania regarding her interest in creating the event calendar.

Moved by: Ken Sparks

Seconded by: Norm Pereira

1. That the deputation provided by Stefania Pede, Chief Executive Officer, Cocoa40 Inc. and Elliott Neuman regarding Social Media be received.

Carried

5.2 NWMRKTproud

Joanne Sweers and Rebecca Gardiner provided a deputation regarding NWMRKTproud including a background of their campaign, data from previous campaign years, the Newmarket Food Pantry, 2024 Fundraising Campaign, and how the BIA can help.

Board Members queried Joanne and Rebecca regarding decal stickers, sponsorship, email campaigns, and door knocking on Main Street.

Moved by: Patricia Carmichael

Seconded by: Ken Sparks

1. That the deputation provided by Joanne Sweers and Rebecca Gardiner regarding NWMRKTproud be received.

Carried

5.3 2024 York Pride Festival

Jennifer McLachlan, Director, Emergency Management and Sponsorship, York Pride provided a deputation regarding 2024 York Pride Festival including an overview of York Pride, partnerships, request for sponsorship, budget projections for 2024, how sponsorship works, and individual support methods.

Board Members queried Jennifer regarding decal installment, public recognition for business involvement, sharing sponsorship package with the BIA, and request for smaller sponsorship numbers.

Moved by: Norm Pereira

Seconded by: Patricia Carmichael

1. That the deputation provided by Jennifer McLachlan, Director, Emergency Management and Sponsorship, York Pride regarding the 2024 York Pride Festival be received.

Carried

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management authorize a donation of \$2,000.00 to York Pride for the 2024 York Pride Festival.

Carried

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of April 3, 2024

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of April 3, 2024 be approved.

Carried

7. Items

7.1 Business Improvement Area Park and Walk Campaign

The Business Development Specialist provided a verbal update regarding the BIA Park and Walk Program including encouraging employees to park in specific areas, results from the 2023 campaign, and response numbers for the 2024 program.

Moved by: Dominic Pede

Seconded by: Ken Sparks

1. That the verbal update provided by Dave Lowes, Business Development Specialist regarding Business Improvement Area Park and Walk Campaign be received.

Carried

7.2 Sub-Committee Reports

7.2.1 Marketing

Tom Hempen provided a verbal update regarding recent a social media campaign, Stefania Pede assisting with marketing and events, and a call for additional help from membership.

7.2.2 Working Group

None.

7.2.3 Events

Ken Sparks provided a verbal update regarding Canada Day including that planning is underway and the working group will be speaking with businesses on Main Street.

7.3 Parking Update

Councillor Kwapis provided a verbal update regarding parking including the Town's parking incentive program for staff of businesses on Main Street and the addition of parking spots on Church Street.

7.4 Financial Update

The Treasurer provided a verbal update regarding year to date spending of the Board's budget.

7.5 Staff Update

7.5.1 Financial Incentive Program Staff Working Group Update

None.

8. New Business

8.1 Ice Lounge on Main

Councillor Kwapis asked for clarification on deputation sponsorships and discussed budget considerations for potential future events similar to Ice Lounge on Main.

8.2 Patios

The Economic Development Officer provided an update reminding Board Members of patio approvals in the Main Street area. Councillor Kwapis reminded business and property owners not to take garbage for pick-up out before the set time.

9. Closed Session (if required)

The Board did not resolve into Closed Session.

10. Adjournment

Moved by: Patricia Carmichael

Seconded by: Dominic Pedo

1. That the meeting be adjourned at 10:03 AM.

Carried

Tom Hempen, Chair

Date