



# Town of Newmarket

## Minutes

### Main Street District Business Improvement Area Board of Management

Date: Wednesday, September 4, 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

Members Absent: Allan Cockburn

Staff Present: S. Granat, Legislative 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](http://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 7th Annual Thanksgiving Dinner**

Jennifer Mclachlan provided a deputation regarding the 7th Annual Thanksgiving Dinner including an overview of the event, donations, and a request for collaboration and funding.

Members of the Board queried the presenter regarding event promotion and the cost of turkeys.

Members of the Board discussed funding and promotion of the event, deadline for donations, and a discussion at a future meeting.

Moved by: Ken Sparks

Seconded by: Sheila Stewart

1. That the deputation provided by Jennifer Mclachlan regarding 7th Annual Thanksgiving Dinner be received.

**Carried**

**6. Approval of Minutes**

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

Moved by: Councillor Kwapis

Seconded by: Avi Wulfand

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

**Carried**

## **7. Items**

### **7.1 Central Counties Tourism Update**

Sara Sterling, Central Counties Tourism provided a verbal update regarding Central Counties Tourism including an overview of the organization, tourism recipients, areas of support, marketing, and partnership funding.

Members of the Board queried regarding the number of visits to the events calendar, applications for funding, communicating applications for funding and deadlines, and municipal partnership funding eligibility.

Moved by: Sheila Stewart

Seconded by: Avi Wulfand

1. That the verbal update provided by Sara Sterling, Industry Relations Manager, Central Counties Tourism regarding Central Counties Tourism Update be received.

**Carried**

### **7.2 Sub-Committee Reports**

#### **7.2.1 Marketing**

Tom Hempen provided the Marketing update regarding scheduling a future meeting.

#### **7.2.2 Working Group**

None.

#### **7.2.3 Events**

Ken Sparks provided a verbal update regarding Fall events including past events.

The Business Development Specialist provided an update on planned Town Fall events.

Moved by: Ken Sparks

Seconded by: Sheila Stewart

1. That the Main Street District Business Improvement area authorize spending up to \$2,000 for Fall events.

**Carried**

### **7.3 Parking Update**

The Business Development Specialist provided a Parking Update regarding the Parking Monitor Pilot Program including event partners, an overview of the pilot program, study area, and cameras.

Members of the Board queried staff regarding providing a frequently asked questions and information sheet, privacy protections, collection of data, anonymity, update on second storey of parking structure, timeline for works on the parking structure, sample video of how the cameras work, data use, a forthcoming parking report to Council, and improvements and lighting improvements between Main Street South and the P3 parking lot.

Members of the Board discussed the importance of parking.

### **7.4 Financial Update**

Dominic Pede provided a verbal Financial Update including spending to date.

### **7.5 Staff Update**

None.

#### **7.5.1 Financial Incentive Program Staff Working Group Update**

None.

## **8. New Business**

### **8.1 Incoming Board Member**

Norm Pereira queried staff regarding the status of Mike D'angela's appointment to the Main Street District Business Improvement Area Board of Management.

### **8.2 7th Annual Thanksgiving Dinner**

Councillor Kwapis provided an update regarding the 7th Annual Thanksgiving Dinner including covering the remainder of the cost through the Business Improvement Area, and a potential motion.

Members of the Board discussed setting a budgetary limit for this type of requests at a future agenda.

**8.3 New'bark'et**

Ken Sparks provided an update regarding New'bark'et including a reminder of the upcoming event.

**9. Closed Session (if required)**

None.

**10. Adjournment**

Moved by: Avi Wulfand

Seconded by: Sheila Stewart

- 1. That the meeting be adjourned at 9:33 AM.

**Carried**

\_\_\_\_\_  
Tom Hempen, Chair

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Date