



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, November 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
Ken Sparks
Dominic Pede
Patricia Carmichael
Sheila Stewart
Norm Pereira

Members Absent: Avi Wulfand, Vice Chair
Allan Cockburn
Councillor Kwapis
Mike D'Angela

Staff Present: E. Thomas-Hopkins, 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, 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 October 2, 2024

An alternate motion was presented and is noted below in bold:

Moved by: Sheila Stewart

Seconded by: Norm Pereira

- 1. That the Main Street District Business Improvement Area Board of Management meeting minutes of October 2, 2024 be approved as amended.**

Carried

Moved by: Norm Pereira

Seconded by: Dominic Pede

1. That item 7.1 be amended and that the Main Street District Business Improvement Area Board of Management authorize a donation of \$100 to Jennifer McLachlan for the Thanksgiving Dinner at St. Andrew's Church.

Carried

7. Items

7.1 Sponsorship Request

Tom Hempen provided a verbal update regarding Sponsorship Request including an upcoming fundraising event organized by Newmarket African Caribbean Canadian Association (NACCA), sponsoring the event, and emailing businesses along Main Street to advise of the fundraiser.

Moved by: Norm Pereira

Seconded by: Dominic Pede

1. That the Main Street District Business Improvement Area Board of Management authorize a donation of \$300 to the Newmarket African Caribbean Canadian Association (NACCA) for their 2024 Fundraising Gala and Volunteer Appreciation Night.

Carried

7.2 Sub-Committee Reports

7.2.1 Marketing

Ken Sparks provided a verbal update regarding Marketing including an upcoming Candlelight Parade.

7.2.2 Working Group

Tom Hempen provided a verbal update regarding Working Group including the recent Halloween event, feedback from store owners, increased participation, and looking ahead to next year.

7.2.3 Events

Tom Hempen provided a verbal update regarding Events including the upcoming tree lighting on November 15, the Santa Claus parade, and a reminder of street closures.

The Chair queried staff regarding the Ice Lounge on Main event and staff will provide an update at an upcoming meeting.

7.3 Parking Update

None.

7.4 Financial Update

The Treasurer provided a verbal update regarding Financial Update including revenue from film permits, and year to date spending of the budget.

Board Members queried Staff regarding revenue from film permits and using it in the Business Improvement Area.

7.5 Staff Update

7.5.1 Financial Incentive Program Staff Working Group Update

The Business Development Specialist provided a verbal update regarding the Financial Incentive Program including applications that are being reviewed and applications currently underway.

The Business Development Specialist advised that there is a new General Manager at the Postmark Hotel.

8. New Business

8.1 BIA Annual General Meeting

The Business Development Specialist advised that notice has been provided in advance of the Main Street District Business Improvement Area Annual General Meeting scheduled for November 25 @ 7:00 PM in the Council Chambers of 395 Mulock Drive.

8.2 Chamber of Commerce Membership

Tom Hempen advised that the Chamber of Commerce membership had been paid at the start of the term and needs to be paid for the remainder of the term.

Moved by: Norm Pereira

Seconded by: Patricia Carmichael

1. That the Main Street District Business Improvement Area Board of Management authorize payment of the Chamber of Commerce membership for the remainder of the 2022-2026 term.

Carried

9. Closed Session (if required)

The Board did not resolve into Closed Session.

10. Adjournment

Moved by: Norm Pereira

Seconded by: Dominic Pede

1. That the meeting be adjourned at 8:50 AM.

Carried

Tom Hemen, Chair

Date