



Town of Newmarket

Minutes

Main Street District Business Improvement Area Board of Management

Date: Wednesday, May 7, 2025
Time: 8:30 AM
Location: Streamed live from the Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Members Present: Tom Hempen, Chair
Norm Pereira
Ken Sparks
Patricia Carmichael
Sheila Stewart
Mike D'Angela
Riley Krieger-Mercer
Councillor Kwapis

Members Absent: Dominic Pede, Treasurer
Allan Cockburn

Staff Present: E. Thomas-Hopkins, Legislative Coordinator
C. Stipetic, Economic Development Coordinator

The meeting was called to order at 8:32 AM.
Tom Hempen 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 addition to the agenda:

- Presentation materials were added to the agenda for Item 5.1 - Digital Coupon Book

Moved by: Ken Sparks

Seconded by: Norm Pereira

1. That the addition to the agenda be approved.

Carried

3. Conflict of Interest Declarations

None.

4. Presentations & Recognitions

None.

5. Deputations

5.1 Digital Coupon Book

Michelle Planche, President, Paradigm Events and Kristan McLean, Events & Community Outreach Manager, Rouge River Brewery provided a deputation regarding Digital Coupon Book including an overview of the concept, goal of the event, local partners, event details, engaging the community, how to participate and promote the event, connecting with local businesses, and the destination package.

Board Members queried the presenters regarding cost of tickets and connecting with businesses.

Moved by: Ken Sparks

Seconded by: Mike D'Angela

1. That the deputation provided by Michelle Planche, CMP President, Paradigm Events and Kristen, Rouge River Brewery regarding Digital Coupon Book be received.

Carried

5.2 NWMRKTProud 2025

Joanne Sweers and Rebecca Gardiner provided a deputation regarding NWMRKTProud 2025 including an overview of the 2025 campaign, support for the food pantry, engagement, promotion from local businesses, partnerships, Main Street engagement, how to support, and 2025 T-shirt campaign concept.

Board Members queried the presenters regarding promotion of campaign, how to support, and sharing with BIA membership.

Moved by: Councillor Kwapis

Seconded by: Mike D'Angela

1. That the deputation provided by Joanne Sweers and Rebecca Gardiner regarding NWMRKTPride 2025 be received.

Carried

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of March 5, 2025

Moved by: Councillor Kwapis

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 5, 2025 be approved.

Carried

7. Items

7.1 2025 Pride Events in Newmarket

Jacob Gal, York Pride provided a verbal update regarding 2025 Pride Events including celebrating 25 years of pride activities across the region, highlights of planned events for 2025, connecting local businesses, activities, how BIA can support, street banners, and sticker display.

Board Members queried the presenter regarding Main Street banners, logos, date of parade and events, how York Pride is engaging local businesses, timing of street closures, promoting businesses, social media, cost of banners, communication to residents about street closures, and relocation of the farmer's market.

7.2 2025 Summer Events in the Downtown

The Director of Recreation and Culture provided an update regarding 2025 Summer Event Update including an overview of a Town summer event planned for August, street closures associated with that event, activities planned, and entertainment.

Board Members queried staff regarding street closures, family-friendly programming, engaging businesses, local business participation, and communication about road closures.

7.3 Sub-Committee Reports

7.3.1 Marketing

None.

7.3.2 Working Group

Norm Pereira provided a verbal update regarding Working Group including an overview of the Easter event, having support from police at next year's event for parking and closure of street, and consideration of closing street on different day.

7.3.3 Events

Ken Sparks provided a verbal update regarding Events including an update for plans for the Canada Day event, a walkthrough with Town staff to review locations, activations and events, external vendors, charging vendors.

Moved by: Councillor Kwapis

Seconded by: Patricia Carmichael

1. That the Main Street District Business Improvement Area Board of Management add an item to an upcoming agenda for discussion regarding charging vendors for participation in Canada Day events on Main Street.

Carried

7.4 Parking Update

7.4.1 Traffic Monitoring in the Downtown

The Economic Development Coordinator provided an update regarding Traffic Monitoring in the Downtown including the parking tool entering into phase two of monitoring live parking, and continuing to develop a public facing platform for data.

Board Members queried staff regarding wayfinding, signage, and an electronic version of signage.

7.5 Financial Update

None.

7.6 Staff Update

7.6.1 Financial Incentive Program Staff Working Group Update

There were no updates regarding Financial Incentive Program Staff Working Group Update.

The Economic Development Coordinator advise that staff are working on updating the contact information list for Business Improvement Area Members and a new process that would involve contacting both the tenant and landlord, if relevant, regarding communications.

Board Members queried staff about accessing the contact list and when it will be complete.

8. New Business

8.1 Welcome to New Board Member

Tom Hempen welcomed new Board Member Riley Krieger-Mercer, a new representative for the Postmark Hotel.

9. Closed Session (if required)

The Board did not resolve into Closed Session.

10. Adjournment

Moved by: Mike D'Angela

Seconded by: Patricia Carmichael

1. That the meeting be adjourned at 9:34 AM.

Carried

Tom Hempen, Chair

Date