



# **Town of Newmarket**

## **Minutes**

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

Date: Wednesday, July 2, 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, Vice Chair  
Dominic Pede, Treasurer  
Ken Sparks  
Patricia Carmichael  
Sheila Stewart  
Riley Krieger-Mercer  
Councillor Kwapis

Members Absent: Allan Cockburn  
Mike D'Angela

Staff Present: E. Thomas-Hopkins, Legislative Coordinator  
E. Hawkins, Director, Community and Economic Innovation  
C. Service, Director, Recreation and Culture

The meeting was called to order at 8:30 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](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**

**4.1 Not Your Child Breathalyzer Program**

Julia Matthews, Chief Executive Officer, Not Your Child Corporation provide a presentation regarding Not Your Child Breathalyzer Program including mission, program overview, products, services offered, corporate event support, community engagement, data collection, school and education offerings, harm reduction, partnerships and collaboration, statistics and social media engagement.

Board Members queried the presenter regarding permanent machine fee, single use breathalyzer versus machine, events, installation and cost.

Moved by: Councillor Kwapis

Seconded by: Ken Sparks

1. That the presentation provided by Julia Matthews, Chief Executive Officer, Not Your Child Corporation regarding Not Your Child Breathalyzer Program be received.

**Carried**

**5. Deputations**

**5.1 After Hours Big Band**

Lawrence Moule provided a deputation regarding the After Hours Big Band including upcoming events on Main Street, an overview of the 2024 event, past support from the Board, summer brunch jazz series, use of the Main Street District Business Improvement Area logo in programs and marketing material, and request for support from the Board.

Moved by: Dominic Pede

Seconded by: Patricia Carmichael

1. That the deputation provided by Lawrence Moule regarding After Hours Big Band be received.

**Carried**

Moved by: Councillor Kwapis

Seconded by: Norm Pereira

1. That the Main Street District Business Improvement Area Board of Management authorize a donation of \$120 to the After Hours Big Band for upcoming events on Main Street.

**Carried**

## **5.2 The Very Useful Theater Company**

Tom Pearson provided a deputation regarding The Very Useful Theatre Company including an overview of previous events, requesting support from the Board, increase in print and event costs, addition of photos from a drone of Main Street, new concept of dinner and a show for 2025, partnering with restaurants and businesses on Main Street, and history of The Very Useful Theatre Company.

Board Members queried the presenter regarding keeping data advertisement results from 2025 to analyze next year, participation numbers, sponsorship packages, choices of show with dinner package, booking a show and dinner, and meeting with businesses on Main Street to further discuss.

Moved by: Ken Sparks

Seconded by: Dominic Pede

1. That the deputation provided by Tom Pearson regarding The Very Useful Theatre Company be received.

**Carried**

**6. Approval of Minutes**

**6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of June 4, 2025**

Moved by: Ken Sparks

Seconded by: Dominic Pedé

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of June 4, 2025 be approved.

**Carried**

**7. Items**

**7.1 Sub-Committee Reports**

**7.1.1 Marketing**

None.

**7.1.2 Working Group**

None.

**7.1.3 Events**

Ken Sparks provided a verbal update regarding Events including Canada Day, vendors, feedback, and thanked Staff for their support.

Board Members discussed number of outside vendors, what vendors are charged, and statistics on attendance. Board Members queried staff regarding the upcoming Summer Fest event planned for August.

The Director of Recreation and Culture confirmed that attendance statistics during Canada Day festivities were captured and can be relayed at an upcoming meeting and advised that the Summer Fest event is scheduled to take place August 20 - 24, 2025, event details, street closures, and that additional correspondence will be given to businesses on Main Street.

## **7.2 Parking Update**

Councillor Kwapis provided a verbal update regarding Parking Update including that P4 is opened and can be used, that additional work to finalize outstanding items will be complete in the fall.

Board Members queried staff regarding addition of 50 spaces in the downtown and requested an update at an upcoming meeting.

### **7.2.1 Traffic Monitoring in the Downtown**

None.

## **7.3 Financial Update**

The Treasurer provided a verbal update regarding Financial Update including spending of the budget up to and including May 2025 and noted that it does not include recent events such as Canada Day.

## **7.4 Staff Update**

The Director of Community and Economic Innovation provided a verbal update regarding construction on Water Street starting July 7.

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

None.

## **8. New Business**

### **8.1 Time Limit for Deputations and Presentations**

Councillor Kwapis discussed adding a time limit to deputation and presentations to the Main Street District Business Improvement Area Board of Management.

Moved by: Councillor Kwapis

Seconded by: Norm Pereira

1. That deputations to the Board be limited to five (5) minutes per deputation and presentations to the Board be limited to 10 minutes per presentation.

**Carried**

## **8.2 Sponsorship Request**

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That the Main Street District Business Improvement Area Board of Management authorize a donation of \$1,750 to The Very Useful Theatre Company for their 2025 Newmarket International Festival of One Act Plays.

**Carried**

### **8.3 Financial Support**

Tom Hempen discussed increased financial support from the Board from external parties and suggested a further discussion at the next meeting.

Moved by: Norm Pereira

Seconded by: Ken Sparks

1. That an item be added to the next agenda regarding financial support from external parties and community organizations.

**Carried**

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

The Board did not resolve into Closed Session.

### **10. Adjournment**

Moved by: Ken Sparks

Seconded by: Councillor Kwapis

1. That the meeting be adjourned at 9:50 AM.

**Carried**

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Tom Hempen, Chair

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Date