



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

Date: Wednesday, April 1, 2026
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
Dominic Pede, Treasurer
Allan Cockburn
Ken Sparks
Sheila Stewart
Mike D'Angela
Riley Krieger-Mercer

Members Absent: Patricia Carmichael
Councillor Kwapis

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

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, 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:

- Item 5.6 - Deputation - The Very Useful Theatre Company

Moved by: Riley Krieger-Mercer

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 Oktoberfest Newmarket

Juliana Playter provided a deputation regarding Oktoberfest Newmarket including vision and mission of the event, an overview of the 2025 event, event model, 2026 focus, economic impact, 2025 performance results, what's next for Oktoberfest, and how the Board can support.

Moved by: Allan Cockburn

Seconded by: Mike D'Angela

1. That the deputation provided by Juliana Playter regarding Oktoberfest Newmarket be received.

Carried

5.2 After Hours Big Band

Lawrence Moule provided a deputation regarding After Hours Big Band including an overview of the May 2026 event, past Main Street District Business Improvement Area Board support, advertising in the programme, and how the Board can support.

Moved by: Riley Krieger-Mercer

Seconded by: Mike D'Angela

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

Carried

5.3 2026 York Pride

Jacob Gal provided a deputation regarding 2026 York Pride including 2026 activations, event dates and times, Business Improvement Area participation, and how the Board can support.

Board Members queried the deputant regarding examples of events in other municipalities and requested further information be brought to an upcoming meeting.

Moved by: Norm Pereira

Seconded by: Allan Cockburn

1. That the deputation provided by Jacob Gal regarding 2026 York Pride be received.

Carried

5.4 NWMRKTProud 2026 Campaign

Joanne Sweers and Rebecca Gardiner provided a presentation regarding NWMRKTProud 2026 Campaign including an overview of the 2026 campaign, proceeds raised in 2025, 2026 goal, sponsorship opportunities, and how to participate and support.

Moved by: Riley Krieger-Mercer

Seconded by: Dominic Pede

1. That the deputation provided by Joanne Sweers and Rebecca Gardiner regarding NWMRKT Proud 2026 Campaign be received.

Carried

5.5 2026 Chanukah Event

Rabbi Mendy Grossbaum provided a deputation regarding 2026 Chanukah Event including an overview of the event and how the Board can support.

Board Members queried the deputant regarding the date of the event.

Moved by: Norm Pereira

Seconded by: Allan Cockburn

1. That the deputation provided by Rabbi Mendy Grossbaum regarding 2026 Chanukah Event be received.

Carried

5.6 The Very Useful Theatre Company Festival of One Act Plays

Tom Pearson provided a deputation regarding The Very Useful Theatre Company Festival of One Act Plays including an overview of The Very Useful Theatre Company festival, an overview of the 2025 event, new offerings in 2026, and how the Board can support.

Board Members queried the deputant regarding data collected from 2025.

Moved by: Riley Krieger-Mercer

Seconded by: Mike D'Angela

1. That the deputation provided by Tom Pearson regarding The Very Useful Theatre Company Festival of One Act Plays be received.

Carried

6. Approval of Minutes

6.1 Main Street District Business Improvement Area Board of Management Meeting Minutes of March 4, 2026

Moved by: Norm Pereira

Seconded by: Mike D'Angela

1. That the Main Street District Business Improvement Area Board of Management Meeting Minutes of March 4, 2026 be approved.

Carried

7. Items

7.1 Sub-Committee Reports

7.1.1 Marketing

Sheila Stewart provided a verbal update regarding Marketing including preparation and details for the upcoming Easter event.

7.1.2 Working Group

None.

7.1.3 Events

See item 7.1.1.

7.1.3.1 New Year's Event

Board Members discussed planning the 2026 event and that additional information will be presented to the Board from the sub-committee.

7.1.4 Budget

Tom Hemen provided a verbal update regarding Budget Sub-Committee including Board reserves, a review of the website, and further discussion to be had between the sub-committee regarding improving the website.

7.2 Parking Update

None.

7.3 Financial Update

The Treasurer provided an update regarding Financial Update including invoices collected to March 2026.

7.4 Staff Update

7.4.1 Financial Incentive Program Staff Working Group Update

The Economic Development Officer provided a verbal update regarding Financial Incentive Program Staff Working Group Update including work to promote the program.

8. New Business

8.1 Deputations Sub-Committee

Tom Hempen discussed the creation of a sub-committee to review funding and sponsorship requests from deputations heard earlier this meeting and that the sub-committee should report back at the next meeting.

Moved by: Allan Cockburn

Seconded by: Riley Krieger-Mercer

1. That a sub-committee be established to review funding and sponsorship requests for community events in 2026 and will include Norm Pereira, Allan Cockburn, Tom Hempen, Mike D'Angela, Ken Sparks, and Riley Krieger-Mercer.

Carried

9. Closed Session (if required)

The Board did not resolve into Closed Session.

10. Adjournment

Moved by: Mike D'Angela

Seconded by: Norm Pereira

1. That the meeting be adjourned at 9:28 AM.

Carried

Tom Hempen, Chair

Date