

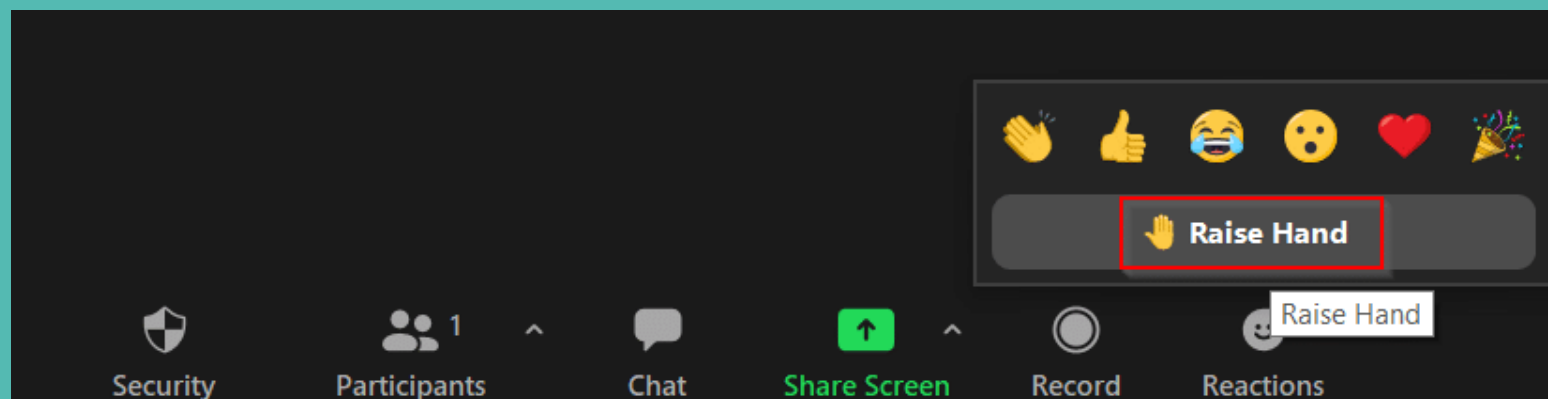
# ANNUAL GENERAL MEETING

OCTOBER 6, 2021



# HOUSEKEEPING

- AGM is being recorded
- Meeting materials available at:  
[oldstrathcona.ca/members](http://oldstrathcona.ca/members)
- Voting via poll
- Please use chat box for questions and comments, we'll pause throughout the meeting to answer



# AGENDA

## BUSINESS MEETING (6:30pm)

- Welcome & housekeeping
- Adoption of agenda and 2020 AGM meeting minutes
- 2021 Reports, Business Recruitment updates, Holiday plans
- 2022 Board elections
- 2022 Strategic priorities
- 2022 Proposed budget

## Q&A / DISCUSSION (7:30pm)

# 2022 AGENDA AND MINUTES

MOTION: To accept the Old Strathcona Business Association 2021 Annual General Meeting agenda as presented and/or amended.

Move motion, second & vote in poll.

MOTION: To accept the Old Strathcona Business Association 2020 Annual General Meeting minutes as of October 7, 2020 as presented and/or amended.

Move motion, second & vote in poll.

# MEET THE TEAM!

## 2021 Board of Directors

Kris Armitage  
Board Chair  
Knifewear/Kent of Inglewood

Nella Sabo  
Director  
Backbeat

Anastasia Arabia  
Treasurer  
Trend Research

Ben Sir  
Director  
The Buckingham

Alison Rees-Middleton  
Vice Chair  
Bryan & Alison's No Frills

Rolando Sandrea  
Director  
Avila Arepa

Al Gothjelpsen  
Director  
The Pint on Whyte

Emily Sommers  
Director  
Healing Waters Spa

## OSBA Staff

Cherie Klassen  
Executive Director

Alanna Morton  
Membership & Marketing  
Coordinator

Jeff Samsonow  
Marketing & Communications  
Coordinator

Connor Marchand  
Business Recruitment  
& Research Intern

Honorary Directors: Megan Dart (Fringe Theatre Adventures), Ashley Salvador and Travis Fong (YEG Garden Suites)



# 2021 PROJECTS TO DATE

**Cherie Klassen, Executive Director**





# CLEANLINESS

- Year to date: 1070 hours of cleaning & 350 bags of litter collected
- Crews work 4 shifts a week during summer months
- Jan-June: program employed 20 individuals who face barriers to market employment



- Contracted Hire Good (Boyle Street) for 6 weeks of service to pressure wash sidewalks
- City of Edmonton completed ashtray audit and installed 18 new locations; increased service to 3 times a week
- Goodwill Accessibility Ambassador program



# ADVOCACY

Ongoing work with colleagues at the BIA Council of Edmonton and Alberta BIA Alliance to strengthen our voices together.

- Waiving BIA tax levies for 2021
- Support for vehicle noise enforcement
- Input to City of Edmonton's business license bylaw renewal
- Requested support from province in May to help businesses recoup investment in patios who were forced to close
- Advocated for expanded patios and sidewalks
- Submitted a detailed proposal to City Council and the City Manager on BIA priorities
- Supported extension of mask bylaw in June
- Requested support from the province for houseless community
- Support for officially naming 'Pride Corner'





# BEAUTIFICATION

- Launched Mural Map (print & web)
- Partnered with Linda Hoang, Paths For People and Spin to host 5 mural tours
- Sponsored NextFest, Fringe, Rado Alley, and Mural Massive to create new murals
- Pride crosswalks repainted: 82 Ave @ 106 St & 108 St and 84 Ave @ 104 St
- Bloomin Boulevards program: 76 hanging baskets & planters, 8 large skyline planters

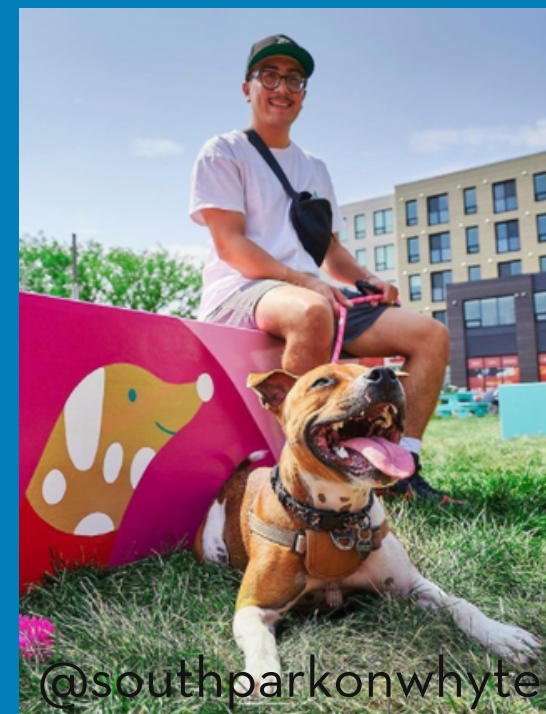




# SIDEWALK EXPANSIONS



# SOUTHBARK



# BUSINESS SUPPORT

MAKING  
EDMONTON  
Digital



# SPONSORSHIPS





# SUMMER TEAM



# CITY PROJECTS





# QUESTIONS?



# BUSINESS RECRUITMENT COMMITTEE

**Matt Chapman, Chair**





# MEET THE TEAM!

## Business Recruitment Committee Members

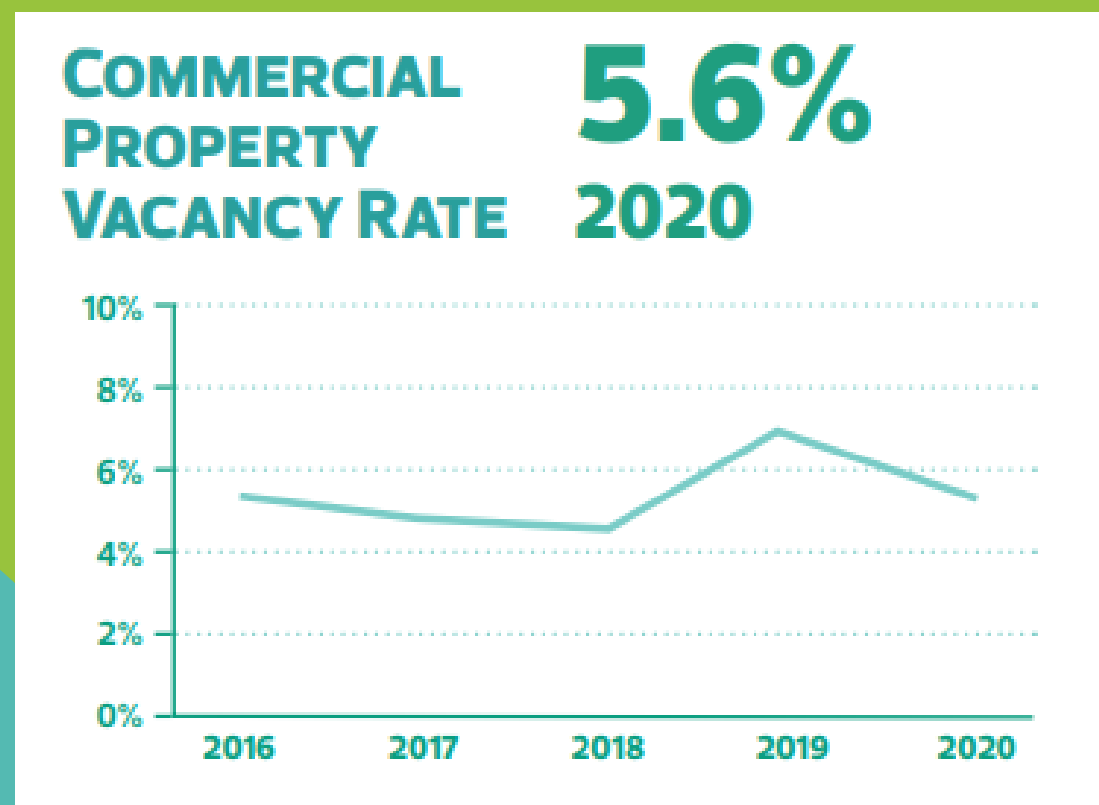
- Connor Marchand - Business Recruitment & Research Intern (staff)
- Matt Chapman, Chair - Chapman Bros.
- Anastasia Arabia - Trend Research
- Megan Dart - Fringe Theatre
- Charles Gordon - City of Edmonton
- Al Gothjelpsen - Urban Sparq / The Pint
- Amos Kajner-Nonnekes - Thirdspace Design
- Eric Slatter - Omada Commercial
- Heather Thomson - U of A School of Retailing



# CURRENT STATE

## VACANCY

- Our observations are closer to about 13% vacancy for main floor retail on the avenue
- Still in a healthy position with opportunities for new businesses



Edmonton Economic Indicators 2020

## OPENINGS & CLOSURES

- Q1: 12 openings / 3 closures
- Q2: 10 openings / 6 closures
- Q3: 7 openings / 12 closures

## NEW DEVELOPMENTS

- Station Park & Station Flats
- Scona Garage
- Southpark on Whyte (now leasing)
- Strathcona Hotel (now leasing)
- @81 (now leasing)
- Future projects: Army & Navy site, South Scona Parking Lot

# PROJECT MILESTONES

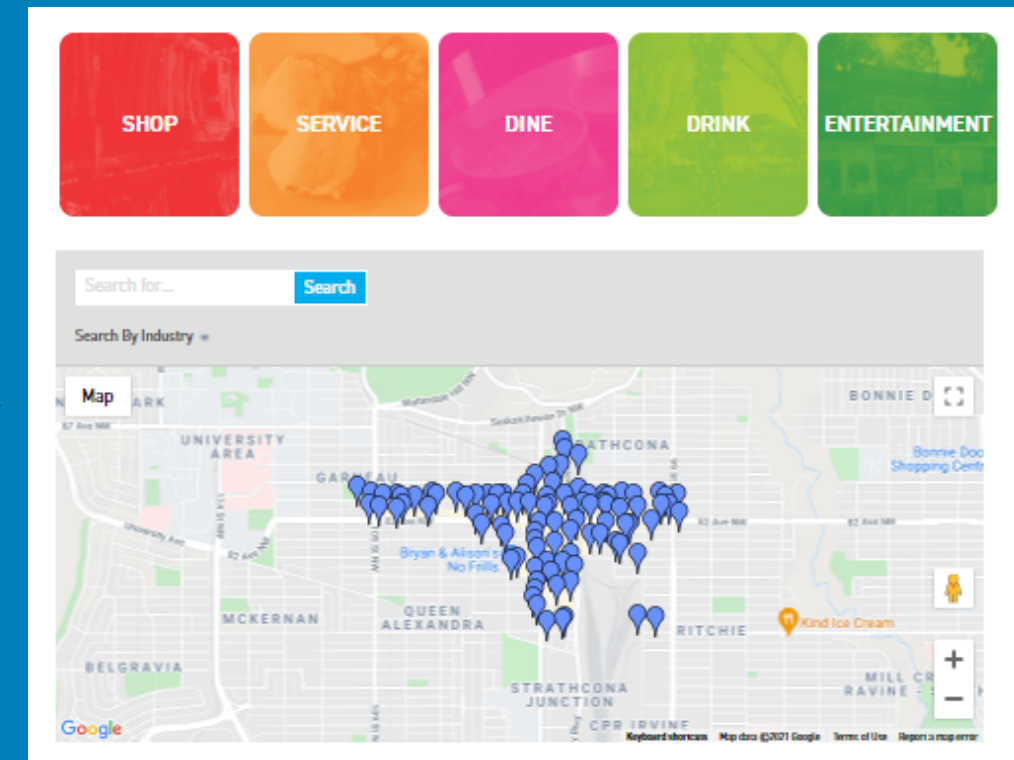
Complete

- Market research study + report
- Public survey + report
- Business survey + report
- Foundational strategy based on survey results
- Launch new CRM for member management & directory
- Expanded sidewalk enhancements
- Business Recruitment Package for print and webpage

In progress

- New member package for print and website
- Develop and launch "shop local" marketing campaign (content complete)
- Develop LinkedIn strategy (content complete)
- Develop and launch "Old Strathcona Success" campaign (content complete)

SEARCHABLE DIRECTORY!





# Project Assets



Business Recruitment  
Package



Ad library for digital campaigns



New member card

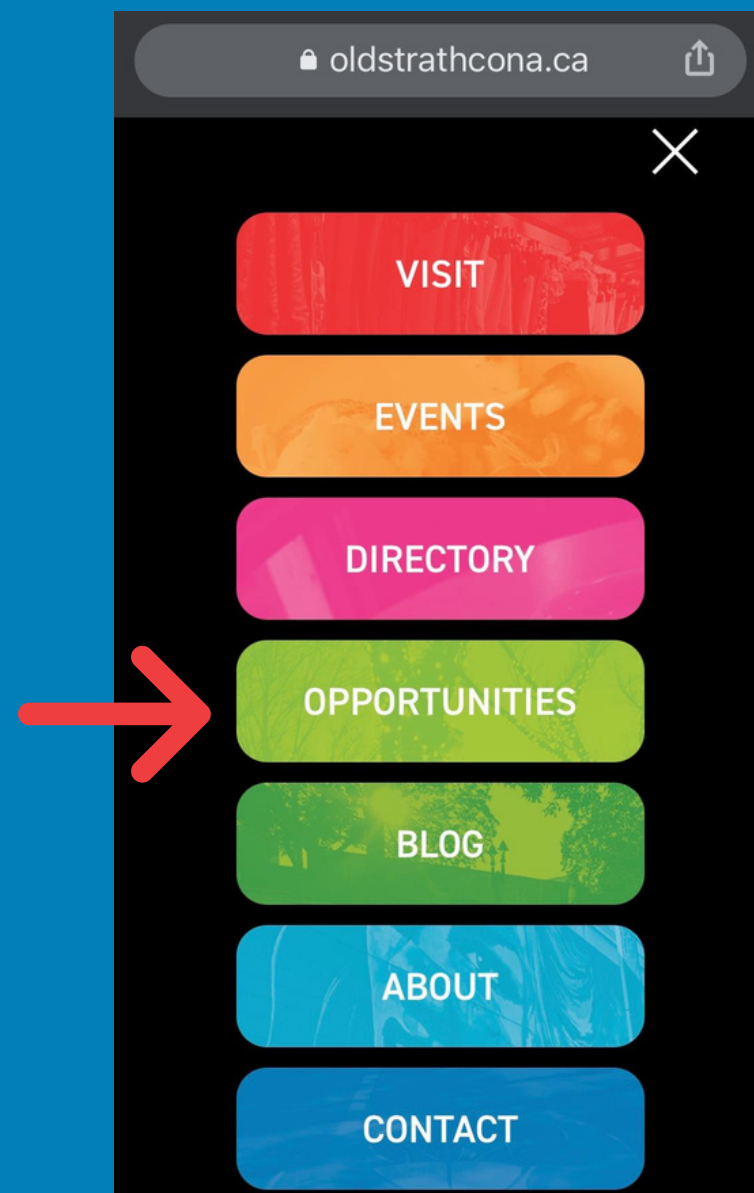


Video library for digital campaigns



# Future Plans

- With project assets complete, main focus will be on getting them in front of people
- Plan to host a launch event (possibly timed with new office space)
- Use our networks to share these resources, make introductions etc.
- YOU CAN HELP!



**WHY YOU SHOULD OPEN A BUSINESS IN OLD STRATHCONA**

- 3/4 of patrons in Old Strathcona walk around and explore various businesses — with more than half of them shopping in groups.
- Old Strathcona is a hub for festivals, events, and the arts.
- There are over 50 murals and public art displays.
- There are more than 60 active patios during the summertime.
- One of the top 3 most bike-friendly neighbourhoods in Edmonton.
- Old Strathcona is a designated transit corridor with higher frequency transit networks.
- More than 1800 stalls and street parking spaces available.

**WHERE TO BEGIN**

Download our information package to learn more about the area, the various business sectors and your opportunity to create the next amazing District Whyte experience.

**TAKE YOUR NEXT STEPS**

Talk to your leasing agent or one of the innovative developers in the neighbourhood.

Or, connect with us by calling 780.437.4182 or by email at [info@oldstrathcona.ca](mailto:info@oldstrathcona.ca)

We can't wait to meet you!

[Get Your Package](#)

The OSBA gratefully acknowledges support for this package is in part funded by the Edmonton Economic Recovery Grant from the City of Edmonton.

*See yourself*  
IN OLD STRATHCONA

**Old STRATHCONA BUSINESS ASSOCIATION**  
*District Whyte*

[Download Now](#)

**WWW.OLDSTRATHCONA.CA/SEE-YOURSELF**

# QUESTIONS?



# 2021 HOLIDAY

**Cherie Klassen, Executive Director**





# Winter Whyte

## LIGHT UP (& more!)



- Bringing back elements from 2019!
- Winter Whyte Light Up in McIntyre Park: November 27
- Holiday Drag show w/ Mrs. Claus
- #WhyteWishes
- Weekend activations
- XMAS Market at Army & Navy









# QUESTIONS?



# 2022 BOARD OF DIRECTORS NOMINATIONS

**Kris Armitage, Chair**



# OSBA BOARD RESPONSIBILITIES

- Governance and strategic direction
- Follow best practices and governance procedures
- Represent the broader interests of almost 600 businesses
- Diverse representation of people, business types and location





# 2022 BOARD NOMINEES

Anastasia Arabia - Trend Research

Kris Armitage - Knifewear

Michelle Childs - Pedego Bikes

Al Gothjelpsen - The Pint Whyte

Malcolm Rabb - Leopold's Tavern

Emily Sommers - Healing Waters Spa

Justin Weleschuk - Work Nicer Co-working

Ailynn Wong - Yelo'd Ice Cream

# 2022 BOARD ELECTIONS

MOTION: To accept the 2022 Old Strathcona  
Business Association Board of Directors nominees  
as presented or amended.

Move motion, second & vote in poll.

# 2022 STRATEGIC PRIORTIES

Cherie Klassen, Executive Director



# MISSION

**Our mission is to foster a thriving business and destination district that is inviting to patrons, tourists, and businesses.**

# PRIORITIES



Strengthen the perception and reality of safety & public realm improvements



Strategy to support a balanced business mix & business recruitment



Activate under-utilized spaces



Foster healthy & thriving business community & collaborative marketing

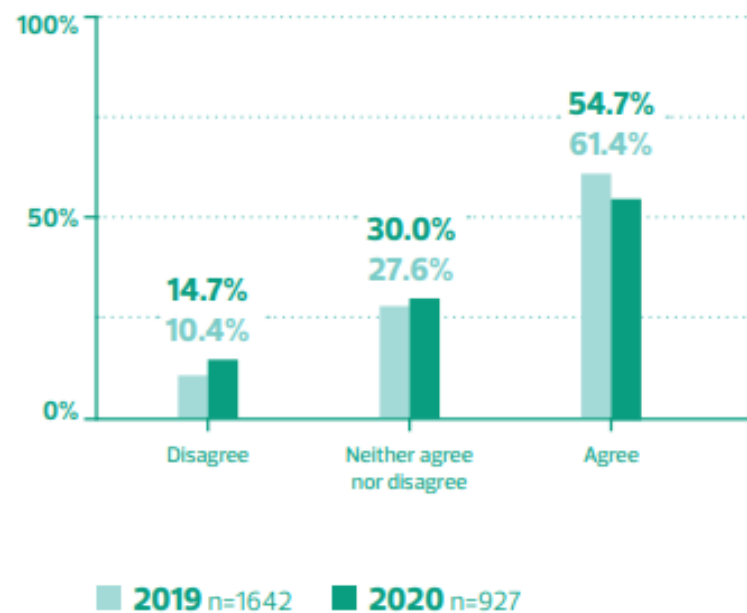




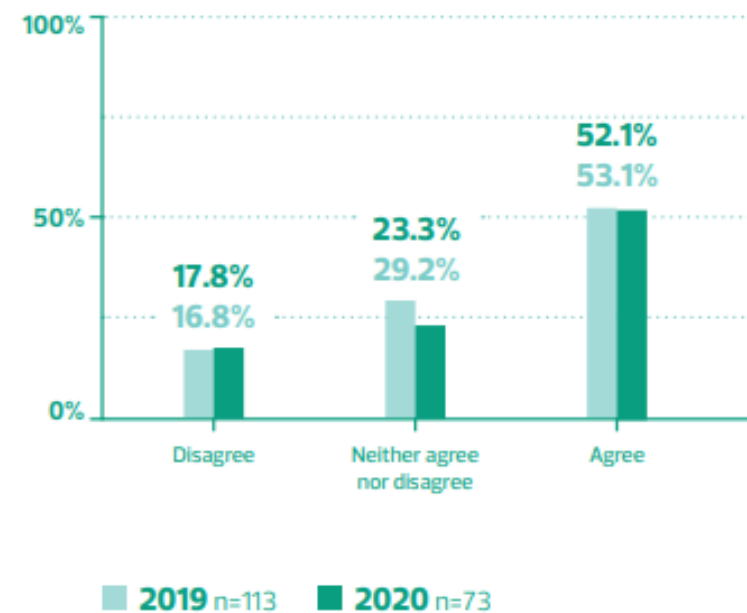
## Strengthen the perception and reality of safety & public realm improvements

- Beautification, streetscaping, cleanliness
- Advocate for services for marginalized community
- Walkability, pedestrian safety

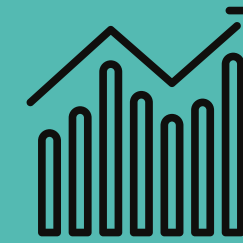
### PATRONS REPORT THE AREA IS SAFE



### BUSINESSES REPORT THE AREA IS SAFE



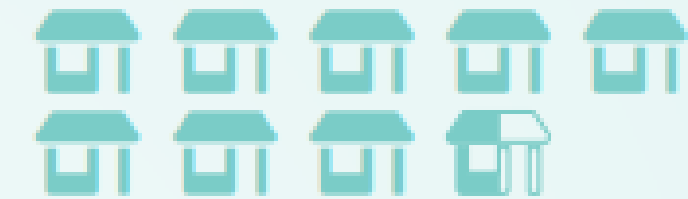
**Milestone target: upward trend of perception of safety noted in our economic indicators**



## Strategy to support a balanced business mix & business recruitment

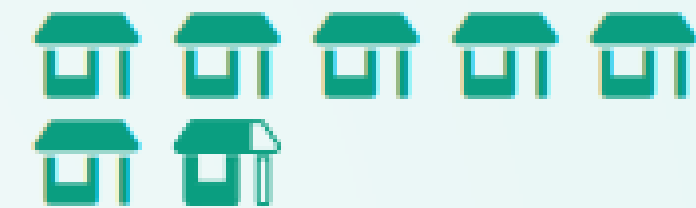
- Engagement with property owners
- Support business incubator
- Outreach for new biz, recruitment & retention

2019  
New Licences  
**+85**



Total Licenced Businesses: 548  
Change from 2018: +28

2020  
New Licences  
**+67**



Total Licenced Businesses: 502  
Change from 2019: -46

Net New Licenses = Negative\*

Decrease in Total Licenses\*

 = 10 New Business Licenses

**Milestone target: upward trend of new business licenses in district**



## Activate under-utilized spaces

- Winter activations
- Improved usage of OSFM lot, CP lands and other vacant spaces
- Revitalize East Whyte/West Ritchie



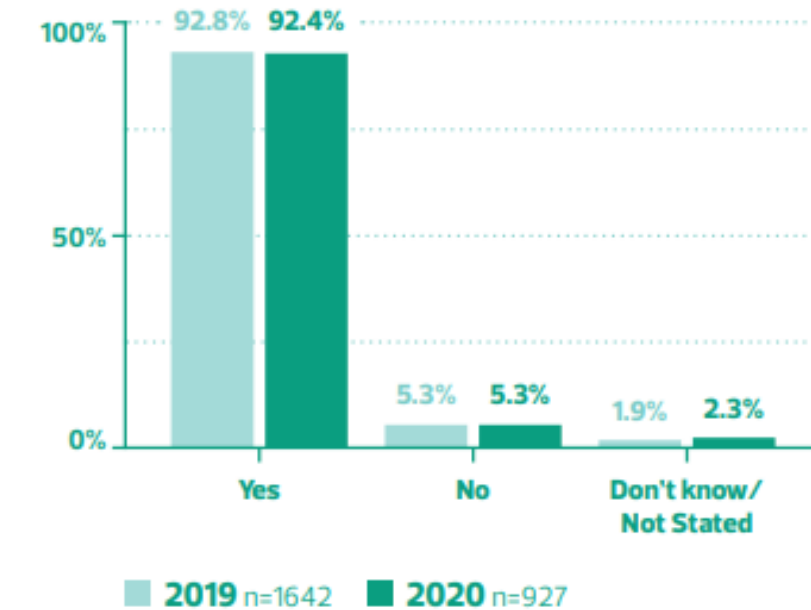
**Milestone target: increase pop-up activations in under-utilized spaces**



## Foster healthy & thriving business community & collaborative marketing

- Member communications & business support
- Collaborate with festivals & events
- Promote area as destination shopping district

### PATRONS REPORT THE AREA IS A DESTINATION LOCATION



**Milestone target: upward trend in perception of a destination district in our economic indicators**

# QUESTIONS?



# PROPOSED BUDGET 2022

**Anastasia Arabia, Treasurer**



# PROPOSED BUDGET

	2021	\$	2022	%
	Budget	Change	Budget	Change
<b>Income</b>				
BIA Levy	\$525,000	-	\$525,000	0%
Summer student/intern grant recovery	\$6,750	+\$15,250	\$22,000	+225%
Reserves (from savings)	\$35,000	-\$10,000	\$25,000	-28%
Other recovery			-	
<b>Total Revenue:</b>	<b>\$566,750</b>	<b>+\$5,250</b>	<b>\$572,000</b>	<b>+0.9%</b>
<b>Expenses</b>				
Administration	\$105,725	-\$27,025	\$78,700	-25%
Management & Support Wages	\$238,500	+\$31,100	\$269,600	+13%
Membership Engagement	\$7,000	+\$1,000	\$8,000	+14%
Marketing & Branding	\$58,500	+\$3,000	\$61,500	+5%
Community Programs & Advertising	\$27,000	-	\$27,000	0%
Beautification, Cleaning & Placemaking*	\$125,000	-\$48,000	\$77,000	-38%
Operational Contingency	\$5,000	+\$15,000	\$20,000	+300%
<b>Total Expenses:</b>	<b>\$566,725</b>	<b>+\$5,075</b>	<b>\$571,800</b>	<b>+0.8%</b>

# QUESTIONS?



# 2022 PROPOSED BUDGET

MOTION: To accept the 2022 Old Strathcona  
Business Association proposed budget as  
presented.

Move motion, second & vote in poll.



# THANK YOU

- Business meeting adjourned
- Please stay with us for Q&A!

