



2021 SPRING GENERAL MEETING

May 19, 2021

6:30-8:00pm

ZOOM MEETING

MINUTES

BOARD MEMBERS

Kristopher Armitage, President (Knifewear)
Alison Rees-Middleton, Vice President (No Frills)
Anastasia Arabia, Treasurer (Trend Research)
Al Gothjelsen (Urban Sparq)
Nella Sabo (Backbeat)
Rolando Sandra (Avila Arepa)
Ben Sir (The Buckingham)
Emily Sommers (Healing Waters)

HONOURARY BOARD MEMBERS

Megan Dart, Fringe
Ashley Salvador, YEG Garden Suites
Travis Fong, YEG Garden Suites

GUESTS

Councillor Ben Henderson, City of Edmonton
Angela Contardi, Business Link
Connie Marciniuk, NET, City of Edmonton
James Robinson, City of Edmonton
Brian Simpson, City of Edmonton
Joey Waskahat, City of Edmonton
Michelle Childs, Edmonton Bike
Anand Pye, Executive Director, NAOIP

PROPERTY OWNERS/MANAGERS

Kaylee Laventure, Delcon Group

OSBA STAFF & SUPPORT

Cherie Klassen, Executive Director
Alanna Morton, Membership & Marketing Coordinator
Jeff Samsonow, Marketing & Communications Coordinator
Connor Marchand, Business Recruitment Intern
Jody Craig (Recorder)
Chelsea Mackay, Ambassador
Alexander Voutchkov, Ambassador

BUSINESS RECRUITMENT COMMITTEE

Matt Chapman, Chair (Chapman Bros)
Amos Kajner-Nonnekes, Thirdspace

MEMBERS

Alix Bean-Sedmak, Roots on Whyte
Tony D'Andrea, Trailblazers
Sandra Holmes, Foundry Room
Kim Fjordbotten, Paint Spot
Nicky Gendron, 53 North Collection (Varscona on Whyte)
Stephen Johnson, Yates Whitaker
Andy Ma, Scotiabank
Jeff Nachtigall, Sugar & Spiced
Kaj Olafson, Flament Hair
Gerry Schultz, Nu 2 You
Mark Wilson, Vivid Print

1. Welcome, Housekeeping & Introductions

a) Call to Order

Kris Armitage, Chair, called the meeting to order at 6:32pm.

Welcome and Protocol

Kris Armitage, Chair welcomed everyone to the Old Strathcona Business Association 2021 Spring General Meeting. A land acknowledgement was read: *We respectfully acknowledge the traditional land on which Edmonton sits, the Territory of the Treaty 6 First Nations and the homelands of the Métis people. We would like to acknowledge and thank the diverse Indigenous peoples whose ancestors' footsteps have marked this territory for centuries such as: Cree, Dene, Saulteaux, Nakota Sioux, Blackfoot, as well as the Métis and the Inuit, and*

many others whose histories, languages, and cultures continue to influence our vibrant community.

Kris Armitage expressed thanks to everyone for attending the Spring General Meeting (SGM) in a virtual format, which is the second virtual meeting since hosting the 2020 AGM in October. Given that OSBA did not host a SGM in 2020, it was important to reconnect with members, share what they've been working on and provide highlights of the 2020 annual report.

It was recognized that 2020 and the year to date has been exceptionally challenging and commendations were provided to the business community for their tenacity and ability to adapt. The OSBA team is here to support the business community and members, the team has been working tirelessly advocating for businesses and constantly pivoting our initiatives to make our district welcoming, despite all the restrictions.

Kris reviewed the basic protocol and procedures for the spring general meeting. The zoom meeting was recorded in a Zoom meeting format rather than a webinar like we did at AGM based on feedback from the AGM.

b) Acceptance of Agenda

MOTION: To accept the Old Strathcona Business Association 2021 Spring General Meeting Agenda as presented.

**Moved by Kris Armitage. Seconded by Anastasia Arabia.
Carried.**

Kris Armitage, Chair, introduced the OSBA team and Board of Directors, and he thanked the team for their amazing work and the board members for their efforts and volunteering their time to be a member of the Board of Directors.

2. OSBA 2020 Annual Report

Cherie Klassen, Executive Director thanked everyone for attending the SGM and noted that the meeting time was moved to a later time based on feedback from the members to accommodate schedules. Cherie Klassen echoed Kris Armitage regarding the tenacity that the team has seen from our business community, huge kudos and round of applause were expressed to the entrepreneurs who keep pivoting and pivoting and pivoting and for remaining strong during this exceptional time.

Cherie provided an overview of the 2020 Annual Report highlighting the priorities.

Mission: The mission of the OSBA is to foster a thriving business and destination district that is inviting to patrons, tourists, and businesses when we can have visitors back.

The priorities are all to work towards the OSBA Mission, and OSBA pivoted the focus of the strategic plan, as directed by the Business Recruitment Committee, while remaining focused on these four priorities over the next two years:

- Strengthen the perception and reality of safety;
- Support a balanced business mix that includes business recruitment;
- Activate underutilized spaces; and
- Foster a healthy and thriving business community and come back even stronger than we have in the past.

Perceptions of Safety

Some of the things that OSBA did last year were tactics were executed to support perceptions of safety, whether it be related to public health and safety which was a huge focus with social distancing, beautification, cleanliness, or creating a more welcoming environment. Some of the things we did last year:

- Expanded sidewalk pilot and surveys from the end of the year and heard overwhelming positive comments from businesses and patrons that were overwhelmingly positive and challenges that will be addressed this year.
- Advocated for expanded patios;
- Continue to advocate for main street renewal on longer term infrastructure basis;
- Investing in public art and murals – didn't have as many last year but we did have Rainbow Road that was helpful;
- The City helped with Pride Crosswalks and this year we are getting new ones any day now
- Beautification - Winter Whyte Art Bomb in the winter to activate a few key spaces like we've never done before.
- Wayfinding added.
- Old Strathcona Street Team that continues to keep our streets as litter free as possible reporting things like graffiti and needles.

Balanced Business Mix

A big focus for OSBA during the next two years with Matt Chapman leading the charges, is focusing on business recruitment and retention. OSBA was pleased to receive a \$75,000 matching grant from the City of Edmonton's Economic Recovery that will support 100% our economic development and recovery plan. We developed a very robust business recruitment plan, hired a business recruitment research intern, and recently completed two market research studies. Anastasia Arabia, Treasurer, is excited to share the results with the member.

We had Ashley Salvador and Travis Fong, amazing urban planners, who are honorary members of the board and attended the meeting, to help the OSBA Board of Directors to navigate new development and created guidelines to follow when new developers come to the community, decisions on upcoming development projects and what our stance was on them. The upcoming development and new development and investment includes the Strathcona Hotel open, , the At 81 Building reopen and Southpark open as well. The new municipal development plan through the City of Edmonton is coming into play, and we are closely engaged with it that will impact business development and investment in our community.

Activate Under Utilized Spaces

This means something a little different than it used it to, as there has been vacancy in some buildings. One of the things we really know that helps support many of other strategies is activating. For several years, we have been advocating for alley revitalization that is now called the Backstreet Project with construction set to start this summer. OSBA has been working with stakeholders at the Army & Navy building to activate it with Skirts A Fire and the Christmas Market as well as developing a public places plan for West Ritchie, with university urban planning students, which was cut short last year due to COVID and will be focused on this year as well.

Healthy & Thriving District

This is exactly what BIAs do and we are well positioned for when it comes to economic recessions. come back stronger during an economic recession. The COVID-19 pandemic made that challenging, and last year OSBA quickly pivoted the operational plan for the year. It was pivoted three or four times and a big focus was increasing member communications, ensuring that members received the information on government supports and new offers.

OSBA is fortunate to partner with Business Link and the U of A School of Retailing for two fantastic support programs that we wouldn't have gotten without our great partnerships with them. . Cherie Klassen indicated that the services are free, and she encouraged the members to participate; there has been 70 businesses to date that have utilized the services . OSBA will be focusing on self-exploration in the district continue to support festivals in whatever capacity they take place and is hoping for the Fringe to happen this year, Art Walk and Skirts A Fire and activating the Army and Navy building and bringing skirts into retail businesses that helped drive business. OSBA is continuing with neighbourhood cleanliness and litter reduction. All this is available in the annual report online and under the SGM link at <http://oldstrathcona.ca/gm/>

3. 2020 Audited Financials

Anastasia Arabia, Treasurer, provided an overview of the 2020 audited financials. Every year, OSBA hires an external accountant to conduct an audit of the financial statements. In 2020, our auditor noted that the financial statements presented a fair picture of the financial position of the association as of December 31, 2020. The audited financial statements have been reviewed and accepted by the OSBA Board of Directors and they were shared for information purposes only.

In 2020 there were less expenses in a variety of areas due to the pandemic. We had increased our levy and budget in 2020 with plans to host a larger Winter Whyte Light Up, sponsor events, and increase marketing initiatives. Since OSBA wasn't able to do many of those activities, we ended up with a surplus, as did many BIAs.

OSBA ended the year with just over \$112,000 in excess and this worked out well as this year we decreased our budget and levy and have now used some of the surplus to increase the savings account. We will also be able to boost the budget and provide some matching grants.

4. Business Recruitment Committee Update

Matt Chapman, Chair, Business Recruitment Committee introduced himself and noted that he was honoured to Chair OSBA's newest committee focusing on business recruitment.

In the Spring of 2020, an Economic Recovery Task Force was launched to quickly put a plan into place for short-term economic development and support. That committee then transitioned to business recruitment with a longer-term strategic focus and plan.

The main purpose of the Business Recruitment Committee is backed by market research, and the primary role of the Business Recruitment Committee is to identify, support, and monitor initiatives that contribute to business recruitment, development, and retention, all while aligning with OSBA's strategic plans. This committee is a representation of the board and their interests. It's comprised of approximately 10 members with a diverse cross section of expertise to support recruitment.

OSBA has a fantastic team of volunteers on the committee, and Matt Chapman represents the property owners as owner of Chapman Bros where the Black Dog is located. Anastasia Arabia presents Trend Research, Al Gothjelsen, Urban Sparq Hospitality and The Pint who speaks for hospitality in the area. Eric Slatter from Omada Commercial from the business tenants, Charles Gordon from the City of Edmonton that keeps us updated and creates milestones, Heather Thomson from U of A School of Retailing is the resident retail expert bringing merchants into the 21st century. Megan Dart from The Fringe Theatre that represents one of the biggest events and major attraction in the area. Amos Kajner-Nonnekes, from Third Place Design on the development, beautification and activation of spaces and Mark Wilson, Owner, Vivid Print, who gives us a business owner perspective.

At the beginning of 2020, the team put together a comprehensive business recruitment and retention plan for the year with the goal of revitalizing the district, filling vacant spaces, and gaining a better understanding of why our district is desirable. In addition to this plan, OSBA applied for the City of Edmonton Economic Recovery Grant and were awarded the full matching grant of \$75,000, which will allow execution of this plan. The plan is well underway and OSBA has already achieved a few of the milestones.

5. Report on Surveys

Anastasia Arabia, Treasurer, reported that Trend Research conducted a residential survey of Edmontonians and Y Station conducted the business survey with all data leading into the business recruitment strategy. A huge thanks was extended to Connor Marchand, Business Recruitment Intern, who provided a great deal of support in developing our surveys and putting together the final report on the public survey.

a. Public Survey Highlights

- Completed by Trend Research
- 800 surveys received from male and female Edmontonians. The vast majority of the people that completed the survey do not live or work in the area.
- Looked at demographics, mode of transportation, business types visited, etc.

Old Strathcona is Edmonton's favourite shopping district. 57% of Edmontonians said that Old Strathcona was their favourite shopping district with 124 St garnering second spot at 19%. The research told us clearly that Edmontonians love Old Strathcona, they want to drive here, park and then spend the day walking around, eating, shopping, and leaving. This is a good piece of information to have knowing it's a more experiential day for people.

Another interesting result is that 27% of the people who come to Old Strathcona come alone. Lots of people said they come down with family and friends. The opportunity for people coming alone is for a public establishment to have an inviting space for them and is there anything else we can do in the district.

The largest reason is that most people don't come is lack of parking and costing parking. There is plentiful parking and there is inexpensive parking available. If there's information that businesses are sending out, it would be beneficial to highlight the available parking to get the message across. There is a certain vibe, a certain energy to the area that people can't quite put their finger on. What some people might do while they're in Old Strathcona is a walkable district, walk around all day from shop to shop and they love the restaurants. Money did not come up as a barrier to shopping or eating out; it was simply the parking.

b. Business Survey

- Survey completed by Y Station
- Results will be used to inform work on our Business Recruitment Strategy

Top three reasons for businesses choosing Old Strathcona:

1. high customer traffic
2. centralized location; and
3. diversity of business mix in the area.

Top three value adds:

1. appreciate the cleanliness of the area
2. beautification
3. OSBA advocating for their needs.

One of the things that we talked about that Y Station did is that there was a lower awareness of events but when we come out of this pandemic and we can move forward with events, it will help. COVID, vandalism and graffiti, crime and theft and parking were issues that were addressed.

Top Five Factors

1. COVID-19
2. Vandalism and
3. Homelessness
4. Crime and theft
5. Parking

With all this information with the public and business survey, all this information will be rolled up into a marketing plan that OSBA can use to attract and retain business.

Parking Map – the current one is very outdated, and we are talking to a company about a plug-in and this something that continually comes up and we are looking at it.

We are trying to find different ways to use the research outside business recruitment and share with all businesses to better communicate with customers and understand what customers' needs are.

6. Key Initiatives 2021

Cherie Klassen, Executive Director, provided highlights of the key initiatives.

- **Sidewalk expansion** - happening in early June and beautification for empty parking lots and pieces of land to activate the spaces.
- **Business Recruitment & Retention Plan** - will be working on full strategy, developing package, adding section on the website, a whole LinkedIn and business-to-business strategy and talk about what's important in Old Strathcona.
- **Public Realm Improvements & Safety** - working our sidewalk enhancements to launch in June. Talking to businesses that have empty spaces and parking lots to activate vacant spaces. working with business owners that have
- **Canadian Healthy Community Initiatives (CHCI) Grant.** We were not approved in the first round and OSBA is planning to re-apply to the Canadian Healthy Community Initiatives grant with a different perspective that will be more fall and winter focused. This will allow us to do more outdoor activation and enhance our spaces for people.
- **Summer Ambassador Team** - Alex and Chelsey are the summer ambassadors and OSBA is excited to have them on board to engage with the members. They will be calling businesses and visit the businesses when it's safe.
- **Mural Map** - underway and nearly complete to showcase nearly 50 murals in our district. The mural map will also be available and hopefully when it's safe they will handed it out to the businesses as well.
- **Advocacy** - continue to advocate to all levels of government for support, and our BIA council lobbied to have levy fees waived this year and we got that. We just met with Minister Carr's office to have a discussion with over 50 businesses in Edmonton on federal govt supports. We've been actively advocating from our Edmonton BIA Council which I chair to provincial govt as well.

- **Advocacy** - Cherie Klassen reported that she was on a call today with The Honourable Jim Carr, MP and Special Representative for the Prairies, talking to about 50 business owners in the community regarding Alberta-based businesses and how COVID has affected us. differently maybe than some other provinces We will continue discussions with the and will continued to advocate and follow-up with them. We advocated for levy reductions, complete waive through the BIA Council, business license fees reduced and patio expansions that we continue to do and advocate constantly.
- **Ongoing Member Support** – Alanna does a fantastic job and is incredibly supportive and understands business' needs. Alanna is available and understands retail very well and available to assist and encouraged people to reach out to her.
- **Marketing & Sponsorships** - continue doing all sorts of creative marketing campaigns and we had previously hoped to do a Christmas event and Jeff and Alanna come up with Takeout Tuesday, Contest Gift Card and everything we could do to bring people to the district and we ran a ton of campaigns and will be doing that again.
- **Partnerships** - Making Edmonton Digital to get all members digital and YEG Business Recovery - support for training and one on one consultation to help our businesses pivot.

Hoping this winter and fall to do a huge welcome back and have a strong winter and do a big Winter Whyte Light up and strong Christmas season. .

Education on parking and alternate forms of transport – will be followed up on.

Cherie asked that if members saw other ideas to let OSBA know and if you have seen cool ways on education, parking, and transportation on other websites.

Government Supports

The following government supports links are available on the OSBA website on the COVID-19 page at <http://oldstrathcona.ca/covid-19/>

Municipal	Provincial	Federal
<ul style="list-style-type: none"> • BIA levies waived. • Business license fees • Economic Recovery Grant – Phase 2 announced • Temporary outdoor patio & retail space • One-on-one business support 	<ul style="list-style-type: none"> • SME Relaunch Grant - Have been advocating with Alberta BIAs – patios and fitness and personal services. • Paid Vaccination Leave • Rapid Testing Program • Workplace Guidance 	<ul style="list-style-type: none"> • Innovation Canada Business Benefit Finder • Canada Emergency Rent Subsidy – Anand Pye

Canada Emergency Rent Subsidy (CERS) – <https://www.canada.ca/en/revenue-agency/services/subsidy/emergency-rent-subsidy.html>

Cherie Klassen introduced Anand Pye and asked that he provide an update on CERS. Anand commended OSBA for their work they're doing. Anand Pye is the Executive Director, NAOIP Edmonton, an association for commercial real estate developer, and is on the Grindstone Theatre Board.

Anand Pye reported they have been working with the Minister of Finance the last 12 months. CERS was available at the beginning, but you had to have a 70% loss at the beginning, negotiate with your landlord, 50% paid by government and businesses paid 25%. This program came and went and NAOIP advocated for direct to business subsidies. The CERS is modelled after the Wage

Subsidy and is the same process. The wage subsidy has the same requirements to get in for any revenue loss and yet less than half the people that are eligible have applied for the subsidy. Wage and rent subsidy have almost the same requirements, however, 40% that applied for the wage subsidy applied for the rent subsidy. Lock down support is an additional 25% and based on your revenue losses, it's 65% base subsidy.

For the simple parts, review it to determine if eligible. Anand Pye's email address was provided for reference and if further clarification was required. anand@naiopedmonton.com

If you own your own building, it's a bit more complicated. Cherie Klassen thanked Anand Pye for providing the highlights of the CERS program.

7. Questions and Discussion

Cherie Klassen provided an update of the guests joining the meeting that included Councillor Ben Henderson, James Robinson, Brian Simpson from the City of Edmonton, and Angela Contardi from the Business Link who runs their YEG Recovery Program.

1) Angela Contardi, YEG Business Recovery Program – Business Link

What has been your experience working with businesses on the YEG Business Recovery Program, and why should folks sign up?

This has been an amazing program to be part of and she echoed how resilient and courageous so many of the business owners that they've worked with.

YEG Business Recovery workshops – cash flow, how to build teams, manage people to include COVID challenges, digital presence is huge, how to promote yourself online and work in tandem with the Making Edmonton Program.

1-1 Coaching – they have worked with 30 businesses from the BIAs, it's a free program and specific for Edmonton BIAs. They are tried and true tools that are utilized as they walk through the businesses, some of the shifts they need to make to put a plan in place and utilize the tools moving forward. Looking for other innovative and exciting ways to continue working with businesses. Have lots of survey results come back when people have completed it, and it's 4 points on a 4 point scale so a positive report. There are a lot of comments that come back, and one participant said they thought it was free and you get what you pay for, so their expectations weren't high. As they engaged in the program and utilized the tools, they were impressed. This is to project businesses through COVID and beyond. They're still taking applications 1-1. There were a lot of other resources that Business Link offers that they also provide and she encouraged everyone to take advantage of those as well.

2) Anastasia Arabia, Owner, Trend Research

I know you have completed your work with the Making Edmonton Digital team, can you share your experience working with them, and would you recommend it?

Anastasia reported she had a fantastic experience working with Making Edmonton Digital and they have digital in place so were skeptical at first. The federal government had specifics for purchasing ads on social media and she reached out to Making Edmonton Digital to ask them to show her how to purchase ads on social media. Within a day, she had a person reach out, had a plan and when she received her plan, it included Canva and reference to create an ad. She feels very comfortable and has placed lots of ads since then. She works with marketing firms, and she feels like the skills they taught her saved the business at least \$10K. Cherie highly recommends Canva as they use it for their ads and presentations.

3) **AI Gothjepsen, Urban Sparq Hospitality, The Pint on Whyte**

We know that restaurants have been hit particularly hard, currently only operating through takeout & curbside pickup. What are some of the things working in your favour right now?"

AI commented that there's not a lot in their favour currently and they wait years for this opportunity to have the Oilers in the playoffs and to watch it with empty rooms, empty Uber drivers being affected by COVID to not access economic boom is challenging. Without the supports, 90 cents of every dollar are from the federal government and this is the only reason they still have their lights on. Access to things like Business Link, take these moments to try to recalibrate and hopefully be better at your business. Take out delivery will only go so far, and they can't wait to get back to doing what they're doing for Old Strathcona. Becoming the connector and they cannot wait to get back to where they all want to be. He commends all members for what they've been through with their businesses for still being and caring enough to be on this meeting tonight. Things will get better sooner than later and hoping in two weeks there's some assemblance to start bringing it back to Old Strathcona.

4) **Sandra Holmes, Operations Manager, The Foundry Room**

Question about live events venues, connection to the Fringe.

5) **Megan Dart, Interim Executive Director, Fringe Theatre**

Live Events Industry

Megan noted it's been a long hard 15 months and they haven't had the opportunity welcome artists into their creative spaces for most of these months. Under the current restrictions, they cannot even welcome production crew into their spaces. It's been heart wrenching and they have seen a number of techs and artists' career on pause. They hope to celebrate their 40th anniversary this August 12 to 22. Five potential scenarios – significantly reduced in person event to fully digital and in constant contact with AHS and government agencies. If they can go ahead, it will look a lot more like the first once in 1982 than the big, beautiful event in 2018. We will see a gap in skilled labour, and it's going to take a few years to replace that. A lot of folks had to leave the arts industry for more stable employment. It was their goal to open their space to the ATB Arts Barns for the local arts community once they can. Fringe TV is a local online platform, supporting broadcast of digital Fringe festivals across the continent and if there's any way they help other events and art-based communities, they're happy to help.

Anand Pye, Grindstone Theatre - was able to use the Edmonton Economic Recovery Grant, used \$1K of matching funding to buy a second \$4K camera for a better film set up, and looking at more outdoor events a lot more. A huge thanks to the OSBA for helping us put on mural massive, did an outdoor Halloween event, and they may come back with that this fall. There is programming coming up this summer in dual planning for outdoor or larger scale event.

Cherie Klassen – we hear new businesses are still facing huge gaps, and we continue to advocate to all levels of government.

Anand Pye

In this afternoon's call with Minister Carr, they asked how will events industry professionals be benefitted by the federal budget.

Heard that there is money for tourism coming back. To the extent that we can align with the gov's goals of a greener economy and building these industries like tourism.

6) Gerry Schulz

Is there a list of all municipal and provincial grants that we can review to if we've missed any subsidy opportunities? Outside the Federal grants.

This is available on the OSBA website.

7) Alison Rees-Middleton , Owner, Bryan & Alison's No Frills

You have a slightly different experience managing a business with a high number of employees working on the frontline, how have you been communicating with your staff over the past year and making sure they're up to date with your safety practices and protocols?

Haven't had to change much other than capacity, already had cleaners, greeters in place. They have a really good support system for staff. Checklists for staff when they sign in, they sign off on every employee to make sure they don't have symptoms. Encouraging vaccinations, offering to pay them for an extra 3 hours. They made all of their regulations based on things that employees asked for + AHS guidelines and other research done. They have 68 people, posting bulletins everywhere, communication guidelines to make sure every person has the opportunity to ask questions etc. feels positive about the way they have pivoted, we've all figured out a way.

8) Kris Armitage, Manager, Knifewear

What can you tell us about how things have changed over the last year for you in retail? How are you maintaining your previous level of customer service and keep staff motivated?

Get creative, they go through buckets of sanitizer, they are a sensory store but they are comfortable reminding people that if they touch their mask we will spray your hands. Shoutout to hospitality, can't imagine the struggle. Didn't imagine they would become tv producers, they got into youtube videos. Really pumped up Instagram, at least 3 live streams a week on youtube, 2 sharpening classes and an 'ask me anything' monthly show. This week they launched the garage sale. Really limited capacity from the get go so those changes haven't really affected them. Kevin was on youtube for 8 hours and did the entire sale virtually. Started tiktok with staff all over the country making tiktoks to see who can get the most likes, they are keeping that connection with the ppl that drive them without having them in store.

9) Mark Wilson, Owner, Vivid Print

We pivoted to curbside but haven't had customers in store since sept. they are in a fortunate position to be able to coast, they have a very understanding landlord, one thing that has saved them. They are uncertain how long this goes on but federal government has done a reasonable job supporting as has the city and BIA. Chains have had to contract, Second Cup, and Starbucks most of the biz have closed have been national tenants and hopefully there will be a backfill of local biz when this is done.

10) Jeff Nachtigall, Owner, Sugared & Spiced

We really started pushing online pre-orders last year. And reduced our "walk-in" hours from 38 hours open each week to 10 hours. Our focus has been to keep full time work for the four of us, and this approach has kept revenue high enough and operating expenses low enough to keep the boat steady.

9. Adjournment

Kris Armitage, Chair, thanked everyone for their participation in the OSBA SGM and always good to know that Old Strathcona is #1 and that people want to come here more than anyone else. Everyone here contributes to people wanting to come, shop and be in our area.

The meeting was adjourned at 7:50 pm.