



Old Strathcona Business Association Annual General Meeting

Wednesday, October 11, 2023

6:30 to 8:00 p.m.

The Bell in Scona, 10416 80 Avenue

AGENDA

BUSINESS MEETING

6:30-7:30 P.M.

1. **Call to Order** K. Armitage 6:35
2. **Welcome and Introductions** K. Armitage 6:35-6:40
3. **Adoption of the Agenda** K. Armitage 6:40-6:45
Proposed Motion: I move that the October 11, 2023 annual general meeting agenda be adopted as [presented/amended].
4. **Adoption of the Prior Annual General Meeting Minutes** K. Armitage 6:45-6:50
Proposed Motion: I move that the October 5, 2022 annual general meeting minutes be adopted as [presented/amended].
5. **Call for Board Nominations** K. Armitage 6:50-6:55
6. **2023 Year-to-Date Update** C. Klassen 6:55-7:05
7. **2024-2029 Strategic Plan and Priorities** K. Armitage 7:05-7:15
8. **2024 OSBA Board Election** K. Armitage 7:15-7:20
Proposed Motion: I move to accept the 2024 OSBA board of directors' nominees as presented.
9. **2024 Proposed Budget** A. Arabia 7:20-7:30
Proposed Motion: I move to approve the 2024 OSBA proposed budget as [presented/amended].
10. **Adjournment of Business Meeting** K. Armitage 7:30

BREAK/NETWORKING

7:30-7:40

30th ANNIVERSARY CELEBRATION

7:40-8:00



Old Strathcona Business Association Annual General Meeting Minutes

Wednesday, October 6, 2022

6:30 to 8:00 p.m.

Backstage Theatre, 10330 84 Avenue NW

ATTENDEES

Board Members:

Kristopher Armitage, Chair
Emily Sommers, Vice Chair

Anastasia Arabia, Treasurer
Malcolm Robb, Director

Michelle Childs, Director

Honourary Board Members:

Megan Dart, ED, Fringe Theatre Adventures

Old Strathcona Business Association and Support:

Cherie Klassen, Executive Director

Jeff Samsonow, Marketing and
Communications Coordinator
Carrie Mittelstadt, Board Secretary

Alanna Morton, Membership and
Marketing Coordinator

Members:

Alix Bean
Amber McKinnon
Brianna Martinkus
Debra Bourne
Dominic McKenzie
Eden Tourangeau
Grace Emmanuel

James Leech
James Ortlieb
Jeff Nachtigall
Kaylee Laventure
Kim Fjordbotten
Mark Wilson
Paul Deol

Rick Maisonneuve
Steph Gilchrist
Steven Cindric
Sukhi Grewal
Tyler Olsen

Guests:

Charles Gordon, City of Edmonton
James Robinson, City of Edmonton

Coral Ashmore, EPS
Greg Kitura, EPS

Michael Janz, City Councillor

Quentin Miller, EPS

Amos Kajner-Nonnekes
Brendan Fraser, Strathcona
Orange Hall
Craig McKeown, City of
Edmonton

MINUTES

1. CALL TO ORDER

K. Armitage called the meeting to order at 6:33 p.m.

1.1 Welcome and Business Meeting Protocol

K. Armitage welcomed everyone to the meeting, recited a land acknowledgement, and thanked the Fringe Theatre team for hosting the venue. He shared that the meeting was being recorded, then introduced the OSBA staff and board of directors.

2. ADOPTION OF THE AGENDA

Motion: To accept the Old Strathcona Business Association 2022 annual general meeting agenda, dated October 5, 2022, as presented. Moved by K. Armitage, seconded by P. Deol. All were in favour, and the motion was carried.

3. ADOPTION OF THE MINUTES

Motion: To accept the Old Strathcona Business Association Board 2021 annual general meeting minutes, dated October 6, 2021 as presented. Moved by K. Armitage, seconded by A. Bean. All were in favour, and the motion was carried.

4. CALL FOR BOARD NOMINATIONS

K. Armitage talked about the board and its purpose, then he opened the call for nominations. He reminded the group that nominations must be made by a levy-paying member who is a business owner, or the official designate of a business.

Board nomination forms were sent to all members by email, and there are already seven nominations present.

K. Armitage called for nominations from the floor three times. After the second call, D. McKenzie nominated himself. After the third call, S. Grewal nominated herself. With the two additional nominations, the board will have a full complement of nine directors.

New nominees were directed to A. Morton to complete a nomination form.

5. 2022 YEAR-TO-DATE

5.1 Activities

C. Klassen provided updates on the following:

- Current state – Vacancy rates (14%, lower than last year), more openings/closures, new developments (Station Park);
- Cleanliness – Recognized as a priority for members, quick overview of programs/contracts (clean team, pressure washing, scooter), sidewalk cleaning will be increased next year;
- Beautification – New baskets and barrels with flowers, two new murals this past week, pride corner was officially recognized, wayfinding signs;
- Canadian Community Revitalization Fund (CCRF) – New street furniture (bike racks and benches) will reflect the creativity of the area;
- Events – Pride reunited, summer markets, Fringe, Artwalk, Cocktails and Jerk, streetcar;
- Summer ambassadors and City projects – Team visited 500 businesses, pet prowl, shop hop, social content. Two studies underway: public places study and mass transit study. C. Klassen encouraged attendees to engage in the initiatives. There is a public open house October 6 for Scona District Planning. Gateway Boulevard renewal, extensive design between 80 and 82 Avenue with a sidewalk;
- Advocacy – Chair of BIAs council; and

- BIA council advocated for the needs of businesses through working with the city manager, writing letters to the province regarding supportive housing, and getting the city to waive a portion of BIA levies.

5.2 Winter and Holiday Plans

This year marks the 4th Winter Whyte Light Up event on November 26. There will be a new shopping map for the season and festive activities every weekend before Christmas.

C. Klassen encouraged attendees to pay attention to the member newsletter as the holidays get closer for announcements and opportunities to participate in various campaigns or giveaways.

6. 2023 OSBA BOARD ELECTION

K. Armitage asked all of the nominees in attendance to join him on stage and to introduce themselves. The 2023 board of directors' nominees included:

- Anastasia Arabia – Trend Research;
- Kris Armitage – Knifewear;
- Michelle Childs – Pedego Bikes;
- Al Gothjelsen – The Pint on Whyte (not in attendance);
- Sukhi Grewal – RBC Royal Bank of Canada;
- Dominic Mckenzie – Float House;
- Amber McKinnon – Naturally Inclined Health;
- Emily Sommers – Healing Waters Spa; and
- Ailynn Wong – Yelo'd Ice Cream (not in attendance).

Honorary directors are not elected and will be appointed by the new board in 2023 as required.

Because the nominees are presented as a slate, only one motion is required.

Motion: To accept the 2023 OSBA Board of Director nominees as presented. Moved by K. Armitage, seconded by E. Tourangeau. All were in favour, and the motion was carried.

7. 2023 STRATEGIC PRIORITIES

A new strategic plan will be developed in 2023. Members are encouraged to complete the annual member survey.

C. Klassen highlighted the following:

- Mission and priorities;
- Advocating for support for marginalized people;
- Cleaning budget will be increased significantly;
- Working on a business recruitment strategy (there has been a positive trend of new businesses in the area);
- Enhancing marketing and campaigns;
- Detailed market research will be conducted on mobility in the area;

- 30th anniversary in 2023 – Marketing dollars to celebrate how far we’ve come. Watch for information; and
- Street furniture project will be completed next year. A press release is to come in the next few weeks. New street furniture will be installed in spring.

8. 2023 PROPOSED BUDGET

A. Arabia provided a history of the budget and an overview of the proposed 2023 budget. Now that the membership has grown to the highest it’s been in four years, an increase to the levy to bring it back to the pre-pandemic level is being proposed.

She shared that the OSBA has secured over \$250,000 in grants this past year. Moving into a new space will help lower the office’s operating costs. An application for the Canada Summer Jobs Grant will be submitted to offset the costs of hiring the summer ambassador team. Cleaning, beautification, and placemaking is the most significant increase in the budget, from \$107,000 to \$228,500, and this includes expenses from the placemaking grant. A \$15,000 increase to sidewalk washing is proposed because once a year was not sufficient. Cleanliness has a large impact on people’s perceptions of visiting the area, so the OSBA is working towards building up capacity in the budget to meet those needs.

An increase to the minimum and maximum levy was proposed as those have been static for over a decade. Propose to increase the minimum levy from \$100 to \$250 and the maximum from \$4300 to \$5000. OSBA currently has one of the lowest minimum and maximum levies, and as the second largest BIA in the city, felt this was necessary to be updated.

Motion: To accept the 2023 OSBA proposed budget as presented. Moved by A. Arabia, seconded by K. Armitage. All were in favour, and the motion was carried.

9. 2022 GOVERNANCE GUIDELINES

K. Armitage reviewed the new governance guidelines (retitled from operating procedures). Proposed amendments were marked up in the meeting package and included:

- Replacing the mission with the objectives from the City bylaw 10454 (intro);
- Updating our sponsorship policy and creation of sponsorship guidelines (3.4), which will be published;
- Updating roles of honorary board members (5.1.2, 5.1.3, 5.10.7, 6.7.1);
- Addition of a policy regarding authorization of budgetary changes in excess of \$5,000 (5.4.1.2); and
- Adding in reference to policy and process for signing authority (8.1).

Motion: To accept the 2022 governance guidelines as presented to replace the 2019 operating procedures. Moved by K. Armitage, seconded by A. Arabia. All were in favour, and the motion was carried.

10. ADJOURNMENT OF BUSINESS MEETING

K. Armitage adjourned the business meeting at 7:19 p.m.



Old Strathcona Business Association

2024 Draft Operating Budget & Strategic Priorities

2024 Budget Overview

Revenue

- **BIA Levy:** The revenue from the BIA Levy will remain unchanged for both 2023 and 2024; no increases are planned.
- **Reserves:** After drawing down the Reserve Fund in 2023, we will not be utilizing any funds from our Reserve Fund this year.
- **Other recovery (Capital City Cleanup Grant & other grants):** 2023 wrapped up our CCRF Placemaking project grant, and we will continue to utilize the Capital City Cleanup Grant to continue our cleaning standards within the BIA.

Expenses

- **Beautification and cleaning:** We're investing a bit more budget for beautification and cleaning to allow for parklet maintenance and cleaning, as well as some enhanced beautification.
- **Placemaking:** We've separated placemaking from beautification and cleaning as we wanted to show those projects separately. This budget is being reduced by 88% largely because of the CCRF placemaking project grant in 2023. We'll be launching some new projects in 2024, in partnership with the city's new placemaking partnership fund.
- **Marketing and branding:** We've reduced our marketing and branding budget by nearly 31%, largely due to the 30th anniversary budget being used in 2023.
- **Membership Engagement:** We've increased the budget by 16%. Our goal is to engage our members with high-value programs or workshops that resonate with them.

Recurring expenses:

Our monthly office rent with the remaining 2 years on a 3-year lease is \$1,561 or approximately \$19,000 annually plus GST.

Overall Highlight:

Reduction in budget by \$100,000 largely due to our [Canadian Community Revitalization Fund](#) placemaking project being complete.

Reserves and Levy:

Our reserves are \$97,126.54 as of September 14, 2023, and we are not planning to draw from them in 2024. Minimum and maximum levies remain the same as 2023. Min levy: \$250/year and max levy: \$5,000/year respectively.

Operating Budget	2023	\$	2024	%
	Budget	Change	Budget	Change
Income				
BIA Levy	\$575,000.00	\$0.00	\$575,000.00	0.00%
Summer student/intern grant recovery	\$12,975.00	-\$7,975.00	\$5,000.00	-61.46%
Reserves (from savings)	\$20,000.00	-\$20,000.00	\$0.00	-100.00%
Other recovery (Capital City Cleanup Grant & other)	\$100,000.00	-\$75,000.00	\$25,000.00	-75.00%
Total Revenue:	\$707,975.00	-\$102,975.00	\$605,000.00	-236.46%
Expenses				
Beautification & Cleaning	\$133,500.00	\$11,500.00	\$145,000.00	8.61%
Placemaking	\$95,000.00	-\$84,000.00	\$11,000.00	-88.42%
Membership Engagement	\$10,700.00	\$1,800.00	\$12,500.00	16.82%
Marketing & Branding	\$72,400.00	-\$22,400.00	\$50,000.00	-30.94%
Administration	\$83,700.00	\$250.00	\$83,950.00	0.30%
Community Programs & Advertising	\$28,000.00	\$500.00	\$28,500.00	1.79%
Management & Support Wages	\$275,015.00	-\$6,815.00	\$268,200.00	-2.48%
Operational Contingency	\$9,000.00	-\$3,150.00	\$5,850.00	-35.00%
Total Expenses:	\$707,315.00	-\$102,315.00	\$605,000.00	-14.47%

Budget approval process:

Review and approved by the board:	September 20, 2023
Budget posted to OSBA website:	October 4, 2023
Presented to members at AGM:	October 11, 2023
Submitted to City admin:	October (post-AGM)
Mailed to members:	early November
Approved by City Council:	December (date TBD)

2024 - 2029 Strategic Focus & Pillars

The Old Strathcona Business Association and its board members have been hard at work refining our strategic plan for the next five years. This phase offers a balanced approach adapting to a post-pandemic reality, while still positioning us for future success.

Our mission statement remains the cornerstone of all our initiatives. As we step into 2024, the first year of our new strategic journey, we will continually refer to our mission to ensure that our goals are in perfect alignment with our core values.

OSBA Mission Statement:

From the thunderous footsteps of excited crowds to the rumble of a million passionate conversations, OSBA brings spaces to life with compassion and intention, engagement, and empowerment, where commerce is a celebration of shared values. We build our community by caring about the impact our actions have.

Our vision statement crystallizes our objectives and paints a vivid picture of the community we aim to cultivate. Old Strathcona Business Improvement Area is more than a mere destination—it's an immersive experience. We are committed to creating an environment in Old Strathcona that encourages safe exploration and continuous discovery.

OSBA Vision Statement:

Throughout the day and throughout the year, Old Strathcona is an active place where people choose to have adventures. Where they can get lost for hours, where they are happily surprised by new experiences. The streets are full of a diversity of people, ideas and businesses, and an energy of community, activism, positivity, and possibility.

Foundational Pillars

How do we bring our mission and vision to life in the Old Strathcona Business Improvement Area? The answer lies in our four foundational pillars.

These guiding principles inform our project selection, ensuring that our efforts align with our overarching goals.

By clearly defining these pillars, we focus on initiatives that will positively impact the BIA:

- **Relationship Building** - The strength of our communication network is crucial for addressing the needs of our Business Improvement Area. In 2024, we aim to deepen our relationships with existing businesses, and actively promote the Old Strathcona Business Improvement Area as the prime location for new businesses, festivals, and more.
 - **Current Examples:** *Regular newsletters to BIA members, regular newsletters to engaged members of the public, bi-annual general meetings, ongoing dialogues with City Council and Edmonton Police Services, responsive public engagement.*

- **Place Management** – Through thoughtful design, we invite community members to explore and experience Old Strathcona in fresh, innovative ways. In 2024, we will revisit our street cleaning strategy and introduce an Autumn Activation program.
 - **Current Examples:** *The [Canadian Community Revitalization Fund](#) benches and parklets, painted crosswalks, Spur Line Alley, Pride Corner, Back Alley Activation.*
- **Cultivating Experiences** – With a focus on intentionality, OSBA meticulously crafts events and activations that energize and engage the community. In 2024, we have a goal to collaborate with associations to extend existing festivals into our BIA.
 - **Current Examples:** *Winter Whyte Light Up, Pet Prowl, Sweet Treats, Pride Corner, [Canadian Community Revitalization Fund](#) Parklets, partnerships with BIA businesses for events like the 2023 Heritage Classic*
- **Rallying the Collective** – We actively listen and respond to issues affecting our district. In 2024, we will maintain pressure on City Council and Provincial Government stakeholders to address our community's needs, potentially mobilizing public support.
 - **Current Examples:** *Annual member surveys, media engagement, advocacy with City Council and Provincial stakeholders, creative collaborations to address ongoing issues, securing grants for vandalized businesses.*