



Old Strathcona Business Association Annual General Meeting Minutes

Wednesday, October 11, 2023

6:30 to 8:00 p.m.

The Bell, 10427 80 Avenue NW, Edmonton

ATTENDEES

Board Members:

Kris Armitage (chair)
Al Gothjelpsen

Anastasia Arabia
Emily Sommers

Michelle Childs

Honourary Board Member:

Megan Dart

Old Strathcona Business Association and Support:

Cherie Klassen, Executive Director

Calyca Greenwood, Marketing
Intern

Alex Voutchkov, Marketing
Coordinator

Carrie Mittelstadt, Board Secretary

Members:

Alix Bean
Anil Madan
Brandt [unknown last name]
Connor Yakabuski
Grace Emmanuel
James Leech
James Ortlieb
Jeff Nachtigall
Jerrod Corse
Jimmy Tsang

John Mackell
Lesley Evans
Lisa Walker
Martina Staal
Nella Sabo
Nicole Woodhead
Paul Deol
Philippe Dupuis
Rick Maisonneuve
Rod West

Rolando Sandra
Siqin Qi
Solita Buen
Steph Gilchrist
Tiffany Mo-Law
Winfield Wong
Yannick Vienne
Yvan Chartrand

Guests:

Anna Murphy, Office of the Leader of
the Official Opposition

Heather McPherson, Member of
Parliament for Edmonton
Strathcona

Matthew Chapman, Chapman
Bros. Ltd.

Charles Gordon, City of Edmonton

Henning Witt, New Venture
Consulting

Steven Duffy, City of Edmonton

Michael Janz, City Councillor

Jan Olson, Cosmopolitan Music
Society

Board Member Regrets:

Ailynn Wong
Amber McKinnon

Dominic McKenzie
Ryan Eidick (honourary director)

MINUTES

1. CALL TO ORDER

K. Armitage called the meeting to order at 6:36 p.m.

2. WELCOME AND INTRODUCTIONS

K. Armitage welcomed everyone to the meeting, shared a land acknowledgement, and thanked the Bell in Scona team for the venue. He introduced the OSBA staff, board of directors, and guests, then welcomed attendees to stay after the meeting for a 30th anniversary celebration.

3. ADOPTION OF THE AGENDA

Motion: To accept the Old Strathcona Business Association's 2023 annual general meeting agenda, dated October 11, 2023, as presented. Moved by K. Armitage, seconded by P. Deol. A majority were in favour, and the motion was carried.

4. ADOPTION OF THE MINUTES

Motion: To accept the Old Strathcona Business Association's 2022 annual general meeting minutes, dated October 5, 2022 as presented. Moved by K. Armitage, seconded by A. Arabia. A majority were in favour, and the motion was carried.

5. CALL FOR BOARD NOMINATIONS

K. Armitage talked about the board and its purpose and 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 were nine nominations submitted.

K. Armitage called for nominations from the floor three times, and no additional nominations were brought forward.

With no additional nominations, the board will have a full complement of nine directors.

6. 2023 YEAR-TO-DATE

C. Klassen provided updates on the following:

- Vacancies went down 6% (from 16% to 10%), as reported by the OSBA summer team. It has been a downward trend since 2020.
- In Q1, there were 19 openings and seven closures. Q2 had more closures than openings.
- There are several developments in progress. Station Park will be announcing its opening in the fall. The former Crystal Glass building will become a mixed-use medical building. There is a large residential and mixed-use project underway near The Bell in Scona building.
- Cleanliness continues to be a high priority and challenge. Members asked for an increase in the 2023 budget and increased pressure washing. Next year, the OSBA will be looking at a more targeted approach to do a better job of cleaning in high use areas.
- The summer team made a lot of 311 reports over the summer, including 60 overflowing garbage cans.
- Hire Good has been contracted to maintain and monitor the parklets and street furniture.

- There have been many beautification projects revealed. A 30th anniversary mural was created. The OSBA worked with City on a new placemaking program. Bike racks, benches, bistro sets, and parklets were installed. A press conference was held on October 6, and it had good media coverage. If public spaces are enhanced, visitors will have more places to linger.
- The fifth year of the summer team was funded by a summer job grant. There were two students in the team. They developed a summer survival guide, posted social media content, produced reels and blogs, and attended the Fringe.
- The second annual members' survey was conducted, and public safety, homelessness, and cleanliness are the top issues. Members want Old Strathcona to become a destination for shopping, dining, and grocery stores. A big focus will also be advocacy. The OSBA launched its first membership-wide letter-writing campaign, and 60 letters have gone out so far. It has resulted in meetings with the City Manager and the Chief of Police.
- This year is the 30th anniversary of the OSBA. A 100-foot mural was created on the side of the Edmonton Bookstore. Parts of the mural were also put on traffic control boxes as well. Decals were created and delivered to businesses that have been in Old Strathcona for 30 or more years. A photobooth with 90s themed items was in the AGM meeting space. A map will be developed of the 30 plus year businesses this winter.
- The OSBA is doing more and more advocacy work. The number one issue is public safety, so there were four key asks focused on in the letter-writing campaign:
 - Expand to seven-day policing and enhanced presence;
 - Provide a street outreach team;
 - Enhance the window repair grant program; and
 - Creation of a Storefront-optimized grant.
- There are several events planned for the winter and holidays. The sixth annual Winter Whyte Light Up occurs on November 25 in McIntyre Park and 83 Avenue. It is a free event. The 10 Days of Giveaways campaign will be revamped. The holiday shopping map was very popular last year and will be revised to highlight the 30 plus year businesses.

Questions and discussion of the attendees included:

- One individual asked about public CCTV for the area. C. Klassen indicated it was something the OSBA could explore. The City Manager has offered to try something in McIntyre Park. If the BIA provides the service, then there are risks to owning the data, which the OSBA may not want to take on.
- There was quite a bit of comment about vandalism, window damage, glass repair, how some businesses need tempered glass, etc.
- Someone asked about building patios. Charles Gordon, with the City of Edmonton's Local Economy team, shared that the City's economic action plan grant will be wrapping up this year, but it could be used for patio space renovations. The deadline is November 30, and it's a matching grant. The minimum spend is \$10,000, and the maximum is \$50,000.
- An individual talked about issues with a festival not extended to 107/108 Street this year and feeling left out. C. Klassen suggested that business owners try to connect with the producer of the event to submit concerns/complaints.
- There are issues with graffiti and its removal, and an individual asked if the cleaning crew could do it. C. Klassen shared there is a graffiti removal program through Capital City Clean-up.

- An individual talked about how the relationship with beat cops has changed dramatically and has gotten progressively worse. C. Klassen shared that she talks to the beat cops almost every week, and there is a lot of turnover, which is part of the challenge. The coverage is built on the entertainment district model, but the area needs more presence during the day. The beat cops are also advocating for a street outreach team to help them.

7. 2024-2029 STRATEGIC PLAN AND 2024 PRIORITIES

During the summer, the board worked with Parodos Communications to develop a new five-year strategic plan and long-term vision for the district. The bold, innovative vision reflects the uniqueness of Old Strathcona.

The new mission and vision for the organization reflects the excitement and uniqueness the OSBA wants to cultivate and embrace for the district.

From the mission and vision, foundational pillars were developed, which will bring the mission and vision to life through our efforts as a BIA. The pillars are relationship building, place management, cultivating experiences, and rallying the collective.

The strategic plan will be posted on the website in future.

8. 2024 OSBA BOARD ELECTION

K. Armitage reviewed the election voting procedure.

The 2024 board of directors' nominees included:

- Al Gothjelpsen - Current Vice-Chair, longstanding board member, and one of the owners of the Pint, Beercade, and Buckingham.
- Amber McKinnon - Returning for her second year and the owner of Naturally Inclined Health.
- Anastasia Arabia - Partner at Trend Research, current Treasurer, and volunteering for another term on the board.
- Dominic McKenzie - Returning for a second year and owner of Float House.
- Emily Sommers - Owner of Healing Waters Spa and returning for a third year.
- Michelle Childs - Returning for another term and co-owner of Pedego Bikes.
- Kris Armitage - Current board Chair and representing Knifewear.
- Rob Ferguson - Returning to the board after a few years' hiatus and general manager of Julio's Barrio.
- John Mackell - Owner of Laurel's on Whyte and joining for his first term.

Honorary directors are not elected but will be appointed by the new board in 2024 as required.

These candidates have been nominated by an OSBA member, and they have agreed to the commitments and responsibilities of serving as a director for a minimum one-year term.

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

Motion: To accept the 2024 OSBA's Board of Director nominees as presented. Moved by K. Armitage, seconded by J. Tsang. A majority were in favour, and the motion was carried.

9. **2024 PROPOSED BUDGET**

A. Arabia highlighted the following:

- Budget decreased by \$100,000 due to CCRF grant being complete.
- There will be fewer grants to utilize since many of the projects in 2023 were funded by specialized grants.
- The beautification and cleaning budget will be increased 8%.
- The place-making budget was reduced considerably because the current project is complete.
- Some of the cleaning budget was moved to the maintenance of the new street furniture and parklets, and the pressure washing program will be refined to be more effective.
- The marketing and branding budget will be dropped by 31% because the 30th anniversary budget was spent in 2023.
- Small adjustments were made to other areas.
- The levy will not increase.

Motion: To accept the OSBA's 2024 proposed budget as presented. Moved by A. Arabia, seconded by K. Armitage. A majority were in favour, and the motion was carried.

10. **ADJOURNMENT**

K. Armitage adjourned the business meeting at 7:34 p.m.

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