



2024 ANNUAL GENERAL MEETING

October 9th 6:30 pm - 8:00pm
Epic Market - #201-8115 Gateway Blvd NW



WELCOME TO THE 2024 OSBA AGM



The OSBA respectfully acknowledges the traditional land on which our business district sits; the Territory of the Treaty 6 First Nations and the homelands of the Métis peoples. We acknowledge and thank the diverse Indigenous peoples whose ancestors' footsteps have marked this land for centuries and whose histories, languages, and cultures continue to influence our vibrant community.

MEET THE TEAM!

OSBA Staff

Cherie Klassen
Executive Director

Ruby Benson
Member Communications
Coordinator

Annie Melnychuk
Marketing Coordinator

Ethan Bandura
Summer Ambassador (Extended)

Carrie Mittelstadt
Board & Grant Administrator

2024 Board of Directors

Kris Armitage
Board Chair
Knifewear

Anastasia Arabia
Treasurer
Trend Research

Michelle Childs
Director
Pedego

Al Gothjelpsen
Vice Chair
The Pint on Whyte

Dr. Amber McKinnon
Director
Naturally Inclined Health

Dominic McKenzie
Director
Float House

Rob Ferguson
Director
Julios Barrio

John Mackell
Director
Laurel's on Whyte

Honorary Directors: Megan Dart, Fringe Theatre,
Ryan Eidick, Eins Consulting

CODE OF CONDUCT

Standards for communication to ensure a respectful, safe and productive environment

Core principles:

- Respect & Courtesy
- Professionalism
- Transparency
- Inclusivity
- Safety

Prohibited behaviours:

- Sarcasm, insults or minor intimidation in the attempt to bully or coerce
- Excessive and/or persistent communications
- Behaviours that are disrespectful, discriminatory, prejudiced against or antagonistic towards others

AGENDA

1. Call to order
2. Welcome and Business Meeting Protocol
3. Review new Code of Conduct
4. Adoption of the 2024 AGM Agenda
5. Adoption of the 2024 Board Minutes
6. Call for Nominations
7. 2024 Projects and 2025-26 Growth
8. 2025 Board Election
9. 2025 Proposed Budget
10. Adjournment of business meeting/Break
11. City of Edmonton Briefing



MOTION:

To accept the Old Strathcona Business Association 2024 Annual General Meeting agenda as presented and/or amended.

MOTION:

To accept the Old Strathcona Business Association 2023 Annual General Meeting minutes as presented and/or amended.

WHAT IS A BIA?

What We Do

A BIA is an association that focuses on revitalization through community economic development by way of: place management, marketing, beautification, and advocacy.

We focus on priorities voiced by our members: programs and services in the areas of cleanliness, beautification, business support, marketing, advocacy and mobility.

What We Don't Do

Have regulatory authority. This includes: development, business licensing, parking, safety or any private or public spaces.

We don't have the ability to govern any specific businesses' management or operations, nor that of landowners.

Clean or maintain private property (power washing, or removal of trash).

OSBA BOARD RESPONSIBILITIES

- Governance and strategic direction
- Champion/ambassador for the district and OSBA initiatives
- Follow best practices and governance procedures
- Represent the broader interests of almost 600 businesses
- Diverse representation of people, business types and location

CALL FOR NOMINATIONS

Please signal to an AGM official that you have a nomination form to submit.

2024 PROJECTS & 2025-26 GROWTH

Cherie Klassen, Executive Director
John Mackell, OSBA Board Director



OSBA STRATEGIC PLAN

VISION

- Active and vibrant year-round
- Welcoming and inclusive
- Innovation and inspiration
- Creative people-moving
- Growth

MISSION

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.

VISION STATEMENT

The streets are full of a diversity of people, ideas and businesses, and an energy of community, activism, positivity, and possibility.

PILLARS

- Relationship building
- Place management
- Cultivating experiences
- Rallying the collective

OLD STRATHCONA PUBLIC REALM STRATEGY

Urban Planning Committee October 8th:

- Strategy was received for information
- 23 speakers: 14 in favour and 9 opposed/had concerns
- 85 letters to council via our letter campaign
- additional letters of support: Fringe, BILD Edmonton

Two motions:

- An additional parking study to be done
- A reserve fund created to accelerate funding



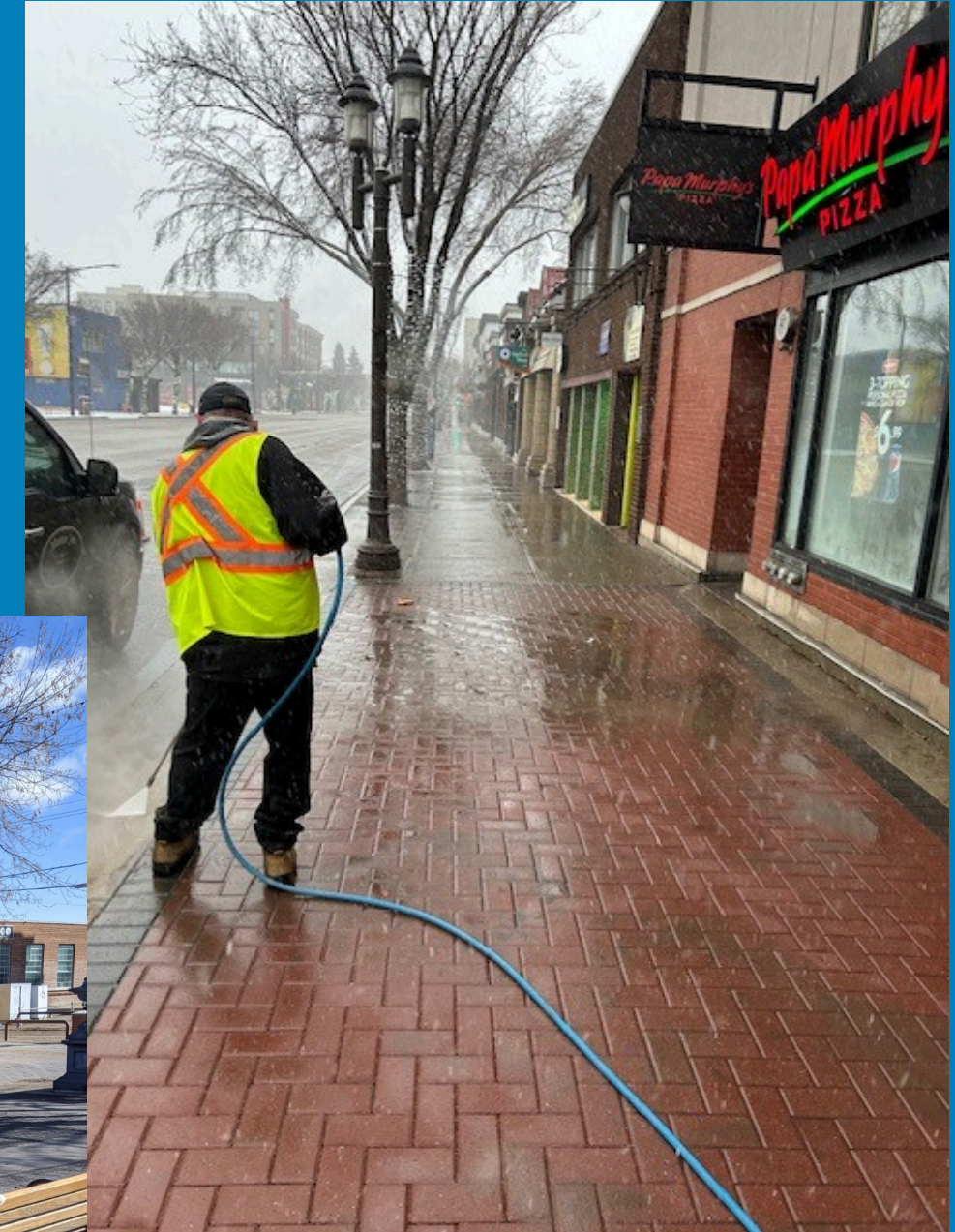
CLEANLINESS

Litter pick-up - Old Strathcona Clean Team

- Year to date: 1,332 hours of litter pick up
- 365 bags of litter collected
- 124 needles collected
- 30 staff

Pressure washing - Master Jet & Hire Good

- Power washing - Gum and grease removal, crosswalk waiting zones
- 8 staff - Parklet cleaning of the structures
- Removal of encampment debris
- Removal of graffiti



BEAUTIFICATION

QUICK FACTS

- Over 100 flower baskets & barrels
- 2 traffic control box wraps
- 6 new decorative crosswalks, 4 designed by local artists
- Re-painted Spur Line alley with new art



PERMANENT STREET FURNITURE PROJECT



Nominated for a Canadian Tourism Award for our project!

\$250,000 project funded through Prairies Economic Development

- custom designed, unique, local
- added 16 new benches
- 5 bistro sets
- 24 bike racks
- 5 parklets
- total new seats added: 70+
- bike parking spots: 40+



SUMMMER TEAM

- Visited 548 businesses to provide summer survival guides
- Coordinated 3rd annual Pet Prowl
- Social media & blog creation - created 12 Instagram reels with over 60,000 views
- Distributed annual member survey postcards
- Completed vacancy report
- Submitted more than sixty 311 reports



MEMBER SURVEY

41 responses = ~8% of members



Highlights:

- Most important BIA initiatives: cleanliness, flowers and greenery
- Top 2 things OSBA should improve: safety and street cleaning
- Aware of the Public Realm strategy: 56% yes, 37% no, 7% don't know



CURRENT STATE

Vacancy Rate

- ~ 18.91% vacancy for main floor retail (~ 0.93% decrease from 2023)

Openings & closures (observed)

- Q1: 30 openings / 45 closures
- Q2: 11 openings / 5 closures

Net: -9

Developments & projects

- Station Park - Beljan 🎉 Complete
- South Scona Parking Lot "The Hat" - Cidex



NEW

- 2020: 34
- 2021: 40
- 2022: 51
- 2023: 56
- Q1-Q2 2024: 41

CANCELLED

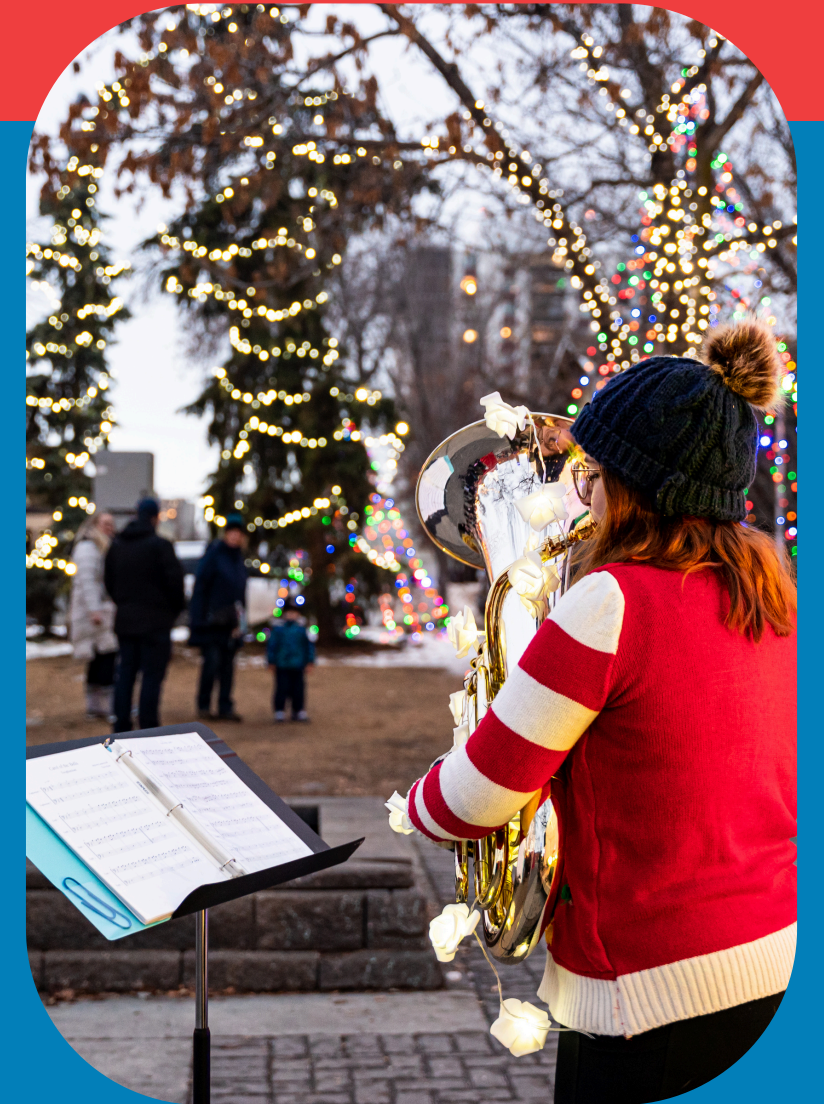
- 2020: 35
- 2021: 32
- 2022: 34
- 2023: 65
- Q1-Q2 2024: 50

NET

- 2020: -1
- 2021: 8
- 2022: 17
- 2023: -9
- Q1-Q2 2024: -9
- Total: 6

WINTER & HOLIDAY

- Winter Whyte Light Up November 30
 - Light/art installations
- Scavenger Hunt - NEW
- Retail shopping map
- Winter greenery
- Winter placemaking



2025 - 2026 GROWTH AND PRIORITIES

Growth and expansion

- addition of a fourth full time staff member
- expansion of BIA boundaries south east into Happy Beer Street

Street outreach team

- focused advocacy and fundraising
- goal for implementation in 2026

Re-branding and place branding

- re-brand strategy 2026



Questions?

2025 BOARD OF DIRECTORS ELECTION

Kris Armitage, Chair





2025 BOARD NOMINATIONS

Returning:

Anastasia Arabia, Trend Research

Kris Armitage, Knifewear

John Mackell, Laurel's on Whyte

Amber McKinnon - Naturally Inclined Health

Nominations:

Yvan Chartrand, Bonjour Bakery

Rahim Jaffer, Rooster Kitchen

Jennifer Keith, Epic Market

Jeff Nordstrom, ATB

Yannick Vienne, Red Pony Consignment

Corinne Lillo, Lillo's

Parker Ortleib, Sid's Selfie World

Seann Childs, Pedego Bikes



2025 BOARD ELECTIONS

MOTION: To accept the 2025 Old Strathcona Business Association Board of Directors nominees as presented or amended.



2025 PROPOSED BUDGET

Anastasia Arabia, Treasurer



2025 BUDGET CONSIDERATION'S

MEMBER FEEDBACK

Crime & Safety
Cleanliness &
Beautification
Advocacy

MEMBER CONCERNS

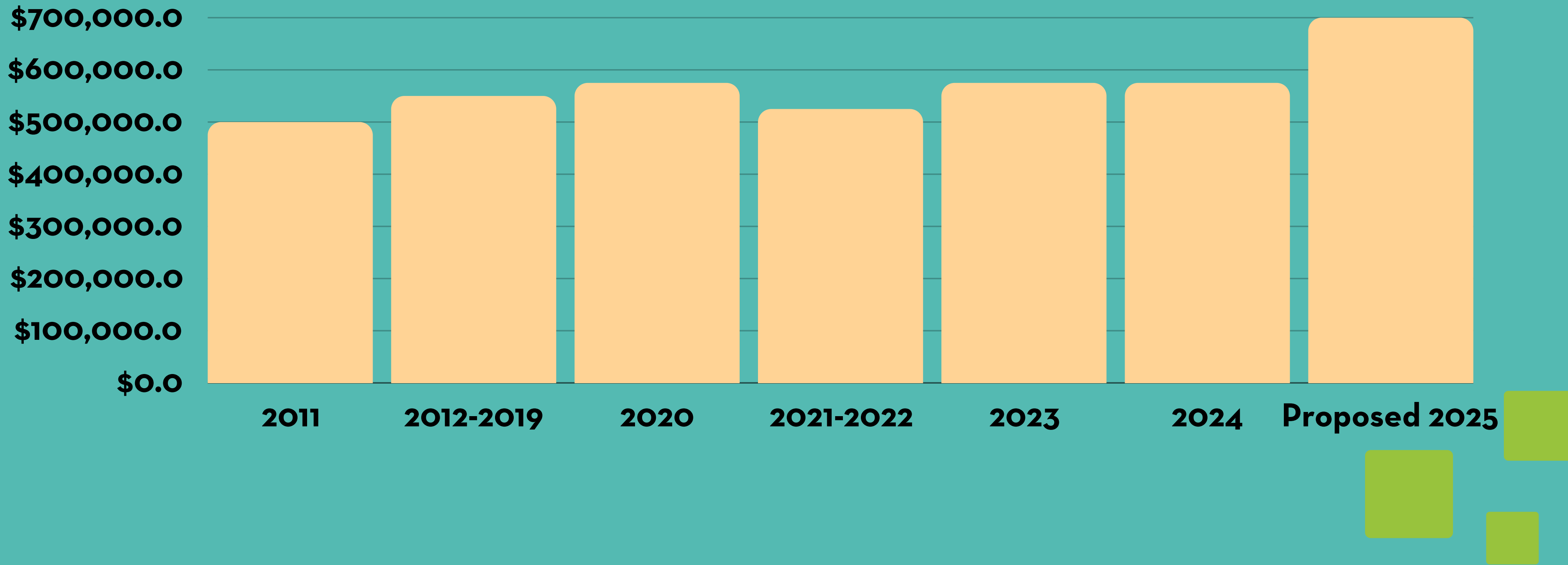
Vibrancy during
construction

INFLATION

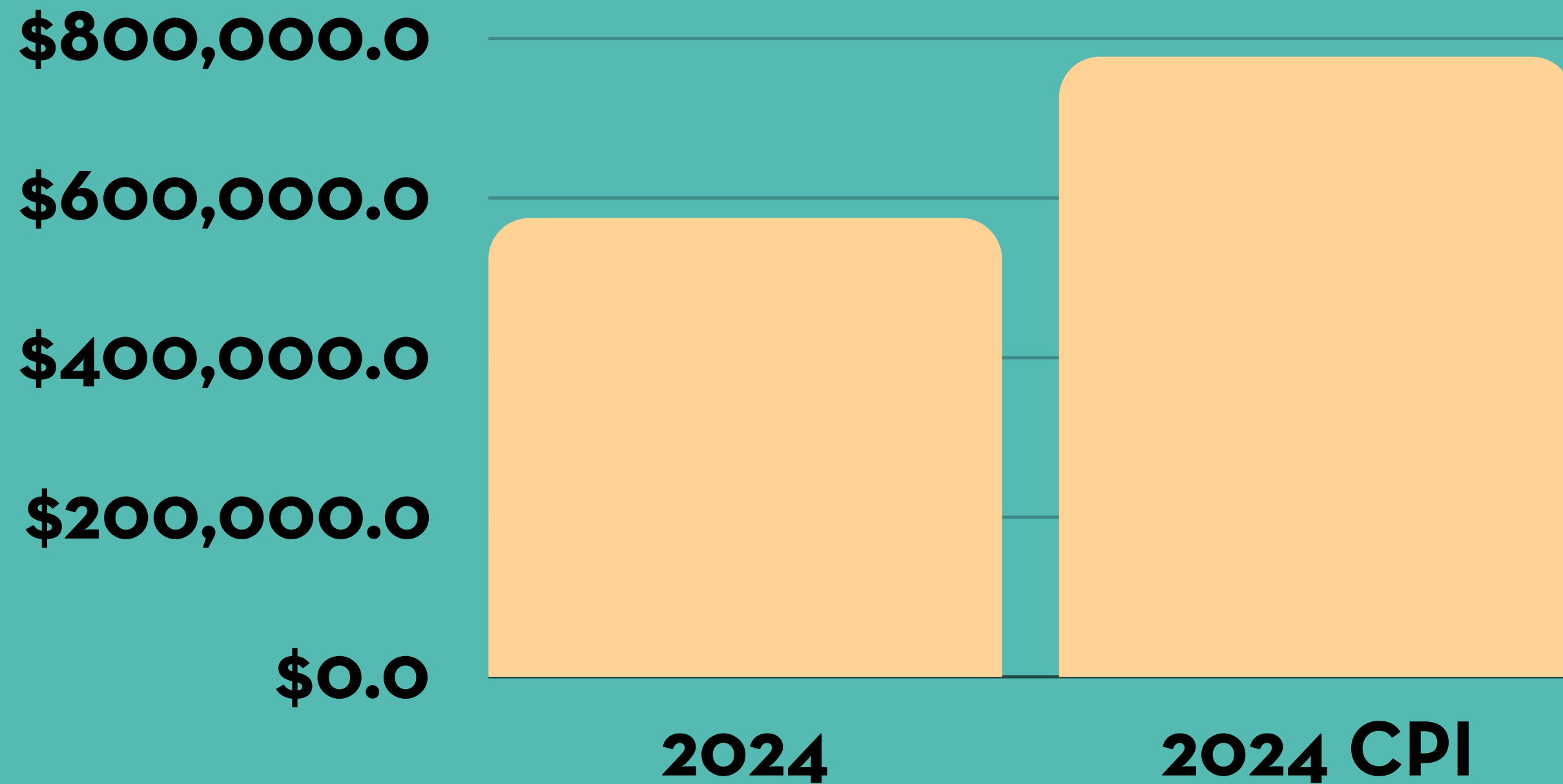
Cost of doing
business has
increased
dramatically



LEVY HISTORY




CONSUMER PRICE INDEX



PROPOSED 2025 BUDGET

INCOME	2024 BUDGET	\$ CHANGE	2025 BUDGET	% CHANGE
BIA levy	\$575,000.00	\$125,000.00	\$700,000.00	21.74%
Student grant recovery	\$5,000.00	\$0.00	\$5,000.00	0.00%
Reserves (savings)	\$0.00	\$43,000.00	\$43,000.00	100.00%
Other recovery	\$25,000.00	\$0.00	\$25,000.00	0.00%
Deferred revenue from 2024 window repair grant	\$0.00	\$120,110.14	\$120,110.14	100.00%
TOTAL REVENUE:	\$605,000.00	\$288,110.14	\$893,110.14	47.62%
EXPENSES				
Beautification & cleaning	\$145,000.00	-\$1,000.00	\$144,000.00	-0.69%
Placemaking	\$11,000.00	\$0.00	\$11,000.00	0.00%
Membership engagement	\$12,500.00	\$0.00	\$12,500.00	0.00%
Marketing & branding	\$50,000.00	\$13,700.00	\$63,700.00	27.40%
Administration	\$83,950.00	\$10,300.00	\$94,250.00	12.27%
Community programs & advertising	\$28,500.00	\$50,000.00	\$78,500.00	175.44%
Management & support wages	\$268,200.00	\$92,300.00	\$360,500.00	34.41%
Window & Storefront repair grant	\$0.00	\$120,110.14	\$120,110.14	100.00%
Operational contingency	\$5,850.00	\$2,700.00	\$8,550.00	46.15%
TOTAL EXPENSES:	\$605,000.00	\$288,110.14	\$893,110.14	47.62%


*increased max levy from \$5,000 to \$7,000. Min levy of \$250/year remains



2025 PROPOSED BUDGET


MOTION: To accept the 2025 Old Strathcona Business Association proposed budget as presented.

Questions?



Adjournment of the Business

Meeting





Presentation

Questions?

Thank you

