

THE north
edge
BUSINESS
ASSOCIATION

2009

ANNUAL REPORT

**THE NORTH EDGE BUSINESS ASSOCIATION
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REMARKS FROM THE CHAIR
DWANE KUNITZ**

The Business Revitalization Zone was established by City Council on January 1, 2009. A business community representing some 350 businesses is located from 101 Street west to 119 Street and 107 Avenue to 105 Avenue.

The Board of Directors are appointed for a one year term by City Council. This Board of Directors are responsible to develop a budget and when approved by City Council the City Finance collects a levy from all businesses within our boundary of which 100% is provided to the Business Revitalization Zone on a quarterly basis. Each year the Board of Directors must provide an audited financial statement to City Council.

Every member appointed to the Board of Directors in 2009 was a business owner. We were very fortunate to have these business owners serving as volunteers for the revitalization of our business community. Our first priority was to establish a five year Strategic Plan.

In our first year of operation we achieved some thirty major initiatives to improve our business environment. The re-branding of our business community to “The North Edge Business Association” was a decision to bring about a new enthusiasm for the tremendous development activity taking place along our south edge on 105 Avenue. These new residential developments will bring many new consumers to our businesses.

As the twelfth Business Revitalization Zone to be established in the City of Edmonton we can look forward to many business incentive programs previously not available. Everything from the “Facade Improvement Program” to the anticipated “Enterprise Zone” Development Incentive Fund. These programs will enhance the image of our main streets and bring about market value housing one block north and south of 107 Avenue.

A special “thank you” to the many volunteers who participated on our committees and assisted in our events. We are also very appreciative of the assistance provided by the City of Edmonton Planning & Development Department through Ken Zahara. We thank Peter Mercer our Executive Director for his leadership and guidance through our first year as a Business Revitalization Zone.

BOARD OF DIRECTORS

2010 Board of Directors:

Jake Goin, Crown Pub & Pizza; Keith Marcus, Colours Artist Supplies; Anna Hui, Servus Credit Union; Dwane Kunitz, Kunitz Shoes; John McLaughlin, Next Digital; Marie Olah, Lando Gallery; Phil Pacl, Nucleus Information Services inc.; Lewis Rodney, Kiriak Surveys; Peter Mercer, Executive Director.

Members of the Board of Directors 2009:

Keith Marcus, Colours Artist Supplies; Dwane Kunitz, Kunitz Shoes; John McLaughlin, Next Digital; Marie Olah, Lando Gallery; Lewis Rodney, Kiriak Surveys; Mebrat Seyoum, Mebrat Cafe; Lorne Wensel, Donovan's Fashion For Women Ltd. Peter Mercer, Executive Director.

2009 HIGHLIGHTS

- First meeting of the newly appointed Board of Directors held January 14, 2009.
- Chair appointed: Dwane Kunitz, Kunitz Shoes
- Marketing Chair appointed: John McLaughlin, Next Digital
- Safety and Security Chair appointed: Marie Olah, Lando Gallery
- Strategic Plan Workshop May 8 & 9, 2009.
- Panhandling posters to be hand delivered to businesses by Board members.
- Commenced quarterly meetings with Superintendent John Findlay, Edmonton Police Service.
- Joined the "Neighbourhood Revitalization Steering Committee". This initiative, organized by Community Services, will develop a \$150 million budget plan to revitalize Central McDougall, Queen Mary Park, and the business community. The plan has an eighteen month committee planning schedule.
- Became a key player in the Planning and Development Department initiative to establish a "Development Incentive Fund" to encourage mix use development in our area and other inner city business communities. This program is currently being discussed by City Council.
- Commenced the process to establish a re-cycle depot in our area for the business community.
- Through our quarterly meetings with Edmonton Police Service they have indicated that renovations of the 107 police station will take place this fall. Community groups, including our Association will have access to their Board room for committee meetings.
- As a result of our quarterly meetings with Edmonton Police Service, the laneway west of 105 Street and its social problems have been cleaned up by police action.
- Drafted a letter for the Business Revitalization Zone Council to express our concerns that EPCOR terminates water supply to the business community during regular hours to carry out maintenance. The letter was sent by the Council to EPCOR with a copy to members of City Council.

SAFETY AND SECURITY COMMITTEE

Members of the Committee 2009:

Marie Olah, Lando Gallery; Keith Marcus, Colours Artist Supplies; Constable Joel Ebbers, E.P.S.; Sergeant Shane Darda, E.P.S.; Dallas Holroyd, Sergeant Peace Officer; Lewis Rodney, Kiriak Surveys; Sergeant Ken Mah, E.P.S.; Laura Sterling, NET, Constable Derek Tabaka

- Bottles for Booze inquiry at local liquor outlets.
- Attended and participated in “A Place To Call Home”, a City initiative to provide housing for the homeless.
- City to consider bylaw 14614 to address aggressive panhandling on the streets of Edmonton.
- A move was made to have the free lunch on Sundays for the homeless moved to a more appropriate location to eliminate litter on the streets of our community.
- A move to enforce illegal off-street parking on vacant lots.
- Commenced safety audit of our neighbourhood. With an aerial map provided by Planning & Development, the Safety and Security Committee observed two blocks at a time for litter, weed control, criminal activities and much more.
- Addressed major parking problems along 105 Avenue. We now have City bylaw enforcing traffic violations. In addition the Committee established a working relationship with the MacEwan University Student Council who in turn published a front page editorial in their student newsletter to encourage students not to park illegally on our neighbourhood streets.
- Organizing a joint workshop for our businesses and those in Chinatown/Little Italy for November 2009 to discuss social problems impacting our business sectors.
- Both Peace Officers and Senior Edmonton Police Service Officers attend our monthly Safety and Security meetings.
- We made representations to Community Services and our Ward 4 City Councillors to appoint a Social Worker for our area immediately.
- Our Committee supports and members participate on the “Safe Squad” patrol for our area.

MARKETING COMMITTEE

Committee members 2009:

John McLaughlin, Next Digital; Wai Tse Ramirez, Community Services Taura Glannapoulos, Phlo Design Inc; Sarah York, Phlo Design Inc; Allan Grykuliak, C.A., Allan & Doyle Chartered Accountants; Jeff Robinson, West Canadian Printers; Lorne Wensel, Donovan's Fashion For Women Ltd.

- Commenced our first edition of The North Edge Newsletter.
- Developed a new branding for the business community: "The North Edge Business Association" which was approved by City Council bylaw no. 15179.
- Reserved a new web site "NEBA.ca" which will be developed.
- Provided sponsorship for the "Safe Streets" special event held in June
- Emergency Phone Numbers and agency contact numbers poster was distributed to all constituents.

COUNCIL OF BUSINESS REVITALIZATION ZONES

Our Executive Director is a member of the Edmonton Council of Business Revitalization Zones. This twelve member Council represents the established "BRZs" in Edmonton and is provided support from the City of Edmonton Planning & Development Department.

The Council is a strong advocate for our members and recognized as an influential contributor to the success and vibrancy of the city of Edmonton. The Council exists to promote the value of its business association members and to develop Edmonton's key business districts as the first choice for successful business locations.

2009 ACCOMPLISHMENTS

- The Council established a Strategic Plan for 2010–2013. This plan will act as a template for all future Strategic Plans and include: vision, mission statements, objectives and goals (including assignment of responsibility, timelines and performance measures), and a communication plan.
- A full review of the Municipal Government Act (MGA) Document was commenced by the Council. The goal is to work with other cities' BRZ Councils to ensure that the MGA pertaining to BRZs is updated to reflect the current environment and objectives of the BRZs of Alberta. The North Edge BRZ played an important role in this committee.
- A communication Plan was established by the Council. These involved meetings with each BRZ Executive Director to ensure their association needs were

understood and incorporated into the overall communication plan. It is important when taking on an advocacy role with government that the Council represents the best interests of all the members.

- With the cooperation of the Planning & Development Department “Enterprise Zones” in some of the Business Revitalization Zones were established. The “Enterprise Zones” would give priorities to specific BRZs regarding funding for “Facade Improvement Program grants and would give exclusive funding grants for a “Development Incentive” program. N.E.B.A. Executive Director was a major force in promoting the “Development Incentive” funding program. In our BRZ the “Enterprise Zone” is west of 101 Street on 107 Avenue to 114 Street including one block north and south of the Avenue. As a Business Revitalization Zone our property owners also qualify for “Facade Improvement” grants from the City of Edmonton with properties within our BRZ boundary.

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