



North Edge Business Association  
2011 Annual Report

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# Vision and Mission

## Mission Statement

The mission of the North Edge Business association is to create, promote and maintain an attractive, vibrant and prosperous business area that reflects the unique multicultural identity of the Queen Mary Park and Central McDougall communities.

## Vision

### We see the North Edge as:

- A safe and healthy place to live. Shoppers and residents have safe places to congregate and interact. The community has diversified housing and high quality mixed use development.
- The North Edge serves all of the needs of local residents including daily shopping, transportation and other amenities.
- An attractive community with public green spaces, trees, and well maintained buildings. Storefronts are well kept and contribute to the character of the area.
- The North Edge is connected to the surrounding communities via transit, multi-use trails, and major roads.
- The North Edge is a recognizable brand in the City of Edmonton and an important destination for shopping, business and cultural events. The variety of unique specialty shops attracts visitors and ample street parking encourages tourists and residents come to the North Edge.
- The North Edge Business Revitalization Zone gives local residents a strong sense of identity as a vibrant and culturally diverse community.
- The population diversity of the area is showcased in the diverse shops and restaurants, the public art, the eclectic buildings and culture. Year round events and festivals maintain and enhance the identity of the BRZ.

# 2011 Board of Directors and Committees

## **Board of Directors**

Jake Goin, Crown Pub & Pizza  
Keith Harcus, Colours Artist Supplies  
Anna Hui, Servus Credit Union

Marie Olah, Lando Gallery  
Lewis Rodney, Kiriak Surveys

## **Executive Committee**

Keith Harcus, Chair  
Marie Olah, Vice Chair  
Anna Hui, Treasurer

## **Safety and Security Committee**

Marie Olah, Lando Gallery  
Colin Gemmell, City of Edmonton  
Rhonda Daub, Edmonton Police Service  
Barry Greenspan, City of Edmonton  
Keith Harcus, Colours Artist Supplies  
Dallas Holroyd, Sergeant Peace Officer

Mel Lauria, Safe Squad  
Lewis Rodney, Kiriak Surveys  
Wai Tse Ramirez, City of Edmonton  
Quinn Wade, Central McDougall Community League  
Amy Wilson, North Edge Business Association

## **Marketing Committee**

Maria Ella-Brosch, CosaFina  
Sheldon Fall, MPM Project Management  
Brian Finlay, Brian & Company Real Estate  
Dave Harback, Sutton Real Estate

Rose-Marie Pally, Panache Ceramics  
Wai Tse Ramirez, Community Services  
Gerald Tostowaryk, The Realty Company  
Amy Wilson, North Edge Business Association

# Message from the Chair

## **Keith Harcus, Colours Artist Supplies**

The year 2011 was the third year of the Association's coalescing our energies toward effective and identifiable work and progress to make the North Edge a highly sought after location for our businesses.

It is to be expected that the transformation from our quiet commercial/residential mix neighbourhood to a vibrant core located just north of downtown Edmonton will be an exciting time. The visions of Edmonton's City Council, area business owners, investors, area residents, transportation planners and social service agencies are changing our landscape one lot at a time. Though we agree often, our views on solutions differ widely and often but our consensus and momentum seems to allow us to move forward.

Our Association is guided by a spirited board whose members are first and foremost speaking for our business people, but also live or spend recreation time in the area and always use the term "community" when debating at Association meetings. This gift of their time is valuable to our Association.

We are also very fortunate to be assisted by Executive Director Amy Willson who multitasks constantly to keep the Association running smoothly. She spends an enormous amount of face time with our members and other area and municipal groups to assist the Association.

There are others who participate in our two committees from the Edmonton Police Service, City of Edmonton staff, Bylaw, business owners, community leagues and local not-for-profit organizations.

The North Edge will continue to change dramatically. It will probably be the most changed neighbourhood in Edmonton over the next ten years. It has been a pleasure to work with such a strong, determined group of business owners in the area.

# Association Activities

## **Hiring of New Executive Director**

Peter Mercer resigned from his position as Executive Director due to health issues, and finished his contract on January 15, 2011. The North Edge Executive Committee hired Amy Wilson, who began as Executive Director on February 14th, 2011.

## **Strategic Plan**

Under the direction of the new executive director, the business association updated the North Edge Strategic Plan, building on the previous strategy. The 2011 Strategic Plan refined the vision, mission and goals of the organization and will help provide direction for association activities. Over the next three years, the North Edge will improve the area through the following five objectives:

- Encourage a healthy and safe community
- Create a vibrant business environment
- Promote North Edge businesses locally and throughout the city
- Improve the physical appearance and usability of the area
- Develop strong relationships with all stakeholders

## **Communication with Members**

The North Edge continued to keep in touch with its membership through a quarterly newsletter, the business association website and the North Edge Facebook page. In addition, all members are invited to join committees, participate in events and attend the Annual General Meeting.

## **Community Partnerships**

Relationships with stakeholders are essential to the success of revitalization efforts. The North Edge BRZ continued to build strong relationships with community partners such as the Central McDougall and Queen Mary Park community leagues, MacEwan University, local development companies, social agencies, City of Edmonton departments and the Edmonton Police Service.

## **Advocacy**

Executive Director Amy Wilson and board members met regularly with City of Edmonton staff and Ward 6 councillor Jane Batty to communicate about issues and advocate for the area. This advocacy helped raise awareness about important issues affecting North Edge businesses such as the development of 105th Avenue and crime in the Central McDougall and Queen Mary Park.

# Safety and Security Initiatives

The 2011 focus of the North Edge Business Association was on crime and safety. The business association worked on projects with partners such as the City of Edmonton, community leagues, not-for-profit agencies, the Violence Reduction Team and Edmonton Police Service to increase safety and to beautify the North Edge.

2011 Safety and security projects included:

## **Flower Barrels**

The North Edge participated in the annual flower barrel program in partnership with the Central McDougall and Queen Mary Park Community Leagues, City of Edmonton and the Coalition of Crime Councils.

## **Street Cleaning**

In response to the growing litter problem along our streets, the North Edge hired Roger Lennie to clean up litter in the area twice a week. Reducing litter is an important part of increasing community pride, which in turn reduces crime and disorder.

## **Pole-mounted Ash Trays Pilot Project**

Pole mounted ash trays have proven successful in reducing cigarette litter throughout the city. City resources for this program did not extend to the North Edge, however, so The North Edge Business Association developed a cost-sharing arrangement with Capital City Clean Up to establish a pilot project for ash trays in key locations in the BRZ. The nine ash trays are all located in high-traffic areas next to bus stops. These ash trays have been a successful way to reduce cigarette litter.

## **Bus Stop 1977**

Community members expressed concerns about Edmonton Transit System Bus Stop 1977 located on 107 avenue and 107 street. The ongoing problems with crime and disorder in and around the bus shelter were jeopardizing the safety of transit riders and community members. The North Edge supported the community as they approached the city to have the shelter removed. Area residents have seen a decrease in disorderly behavior on that corner since the removal of the shelter.

### **•Portable Sign Grant**

Local EPS officers indicated that portable signs with safety messaging are an effective way to educate the public about crime and safety issues, decreasing crime in an area. The North Edge applied for a grant through Great Neighbourhoods to purchase a sign to be used for safety messaging and to advertise community events.

## Marketing Projects

A number of new members joined the marketing committee in 2011, bringing fresh ideas, new perspectives and a wide range of expertise. The marketing committee worked on both short term projects, such as planning events, and long term strategic planning.

### **Rebranding Project**

The North Edge is a poorly understood area in Edmonton, and has historically been associated with crime and disorder. To improve the image of the area, the Business Association decided to hire a professional marketing company to create a positive brand and develop a marketing strategy for the North Edge. The businesses association applied for a matching grant through Great Neighbourhoods for the project, which is slated to begin in early 2012.

### **North Edge Directory**

To raise awareness about the many strong businesses in the area, the marketing committee decided to create a directory and map to be distributed to local residents and businesses. This project fits within the goals of the Central McDougall/Queen Mary Park Revitalization Strategy, so the business association was able to apply for a Great Neighbourhoods matching grant for this project which will be completed in 2012.

### **North Edge Online Presence**

The North Edge continued to promote the Business Revitalization Zone and local businesses through the North Edge website and Facebook page.

## Events

### **Spring Open House**

On April 1, 2011 the North Edge hosted an open house for businesses and community members. This event was an opportunity for the business association to thank the many partners and volunteers who helped improve the BRZ over the past year.

### **Heat up the Ave: 5th Annual Safe Streets Event**

The North Edge spearheaded the planning of the annual Safe Streets event with help from a number of community partners. In spite of the rain out of the initial date, the event was an overwhelming success with entertainment, games, live music and the participation of Edmonton Police Service, Edmonton Fire Rescue and a wide range of community programs and resources.

### **Annual General Meeting**

The 2010 Annual General Meeting took place on October 25 at the Queen Mary Park Community Hall. Members nominated candidates for the 2012 Board of Directors. The meeting was followed by a networking event for businesses and community members.

## External Committees and Meetings

As the Executive Director, Amy Wilson represented the BRZ at a number of external meetings and committees, including city-initiated consultations on social housing and parking. Other committees and meetings included the following:

### **Council of Business Revitalization Zones**

The Executive Directors of all twelve business revitalization zones in Edmonton meet regularly to discuss issues of mutual interest. The Council has a number of ongoing projects that support the work of the BRZs, including:

- Main Street Zoning project
- Ongoing support for the Facade Improvement and Development Incentive programs
- Developing a joint plan between the City and the BRZs
- Consultation with the city on arts development in BRZ areas

### **Revitalization Steering Committee**

On behalf of the BRZ, Amy Wilson participated in the Central McDougall/Queen Mary Park Revitalization Steering Committee. The Steering Committee met regularly to develop a strategy for revitalizing the two neighbourhoods. In late 2011, the Revitalization Steering Committee finalized the Central McDougall and Queen Mary Park Revitalization Strategy to be presented to Council in 2012.

### **North LRT Stakeholder Meetings**

Amy Wilson represented the Business Association at monthly LRT stakeholder meetings. This gave her an opportunity to ask the construction team to address issues with construction in the BRZ, such as safety concerns, sidewalk accessibility and light timings on 107 avenue.

### **North Edge Crime Council**

The North Edge BRZ, City of Edmonton Community Services staff, Coalition of Crime Councils and the Central McDougall and Queen Mary Park Community Leagues meet regularly to share information about crime and safety issues and collaborate on joint projects. This collaboration provides the opportunity to access Crime Council funding. The dollars allocated to the two communities in 2011 was dedicated to the flower barrel program, offsetting the costs for the community leagues and the business association.

### **Central McDougall/Queen Mary Park Interagency Meeting**

Social workers from the City of Edmonton created an interagency group for the communities of Central McDougall and Queen Mary Park. This group meets bimonthly and brings together organizations in the community to discuss issues, share information and collaborate on common projects. Attendance at this meeting gave Amy the opportunity to share information about the business association and learn about what is happening in the community.