

graffiti clean up

If you missed the graffiti removal consent form in our summer newsletter, be sure to sign up now. Any business that has consented, will receive the free one-time clean up service from Goodbye Graffiti, beginning in April 2002.

You can also take advantage of the City of Vancouver's free anti-graffiti program. They will deliver paint, graffiti remover, solvents and everything you need to keep graffiti in check. You just need to be on our list of consenting businesses to get the free removal services. This is a first-come, first-served program, so be sure to send us your consent form. If you need one faxed to you, please contact our office, T: 604.251.2884

You'll also find a copy of the City of Vancouver's Anti Graffiti Questionnaire in this newsletter. By taking the time to provide the City with your input, we'll help ensure that they maintain and expand these important programs.

Drive Pride Award

Cudos to the Habitat of Humanity for their restoration of the leaky condo opposite Grandview Park!
Great looking exterior!

in this issue:

- *Currently* – all the news that matters on the drive!
- Co-op ad programs – don't miss this great opportunity
- Society News
- News, moves and redoes



currently

Two More Poster Cylinders on the Drive

The City of Vancouver has approved the installation of two more aluminum poster cylinders before December 31, 2001. One will be located at Gravelly and Commercial and the other at Charles and Commercial. These cylinders provide an authorized venue for public notices and help offset the proliferation of paper on every vacant surface within reach of a staple gun or packing tape dispenser.

If you haven't already seen these cylinders, take a look at the Southeast corner of 1200 block, Northeast corner of 1700 block or the Southeast corner of 2000 block of Commercial Drive.

You can also fax material to:
604.251.2899

Tired of Staring at That Blank Wall?

We have a mural in search of a home! The Native Education Society is planning a mural for the Drive and we are in the process of considering sites for its installation.

Been staring at that blank wall for the last 3 years? Own a building that is looking for an original creation? Then please contact our office at 604.251.2884 to provide details. There will be an open forum for discussions on the mural and a review of the artist's work early in the new year. We will post details of the time and location on our web site: <http://www.thedrive.ca> and welcome you to attend and provide your input.

Postering Removal

Oh, the irony. All the members of the Commercial Drive Business Society share in the costs (via their tax assessments) of the Society's Postering removal program, carried out by Youth Job Action on our behalf. The Youth do a wonderful job and even pick-up the litter as they go.



The irony is that much of the illegal Postering being removed comes from Commercial Drive businesses! If you're one of those businesses and you're struck by the irony of paying to both put up and take down posters, please contact our Street Enhancement Committee.

We'll be pleased to provide you with a list of the Poster cylinders provided for legal postings and put you on our notification list for space on the bulletin board projects in the works. You can also contact the Marketing Committee ahead of any events and we'll gladly post notices on our website - [thedrive.ca](http://www.thedrive.ca) - for free.

Eastpoint Natural Health Clinic welcomes new Naturopath

Eastpoint Natural Health Clinic is proud to announce the arrival of naturopath Aaron Hoo. Mr. Hoo is the newest member of a team of healthcare professionals who are part of an established and successful practice.

Mr. Hoo has a general practice with special interest in men's health and immune dysfunctions such as HIV and Hepatitis.

For more information, please call the clinic at 604.251.2435.

For Sale

The building on the South-West corner of Commercial and Venables is for sale. Let's hope for some great new (re)development!

Thank You Linda!

The Commercial Drive Business Society would like to extend a grateful and heartfelt thank you to Linda Meneghello, manager of the Royal Bank at 1st and Commercial, for her service on the board of directors as treasurer. Linda recently retired from her position on the board and has passed the torch (or is that the Excel spreadsheet!?) to Bob Craig of VanCity.

Thanks for your hours and hours of volunteer effort. It was greatly appreciated.

Congratulations Kalena's!

Kalena's Shoes is celebrating its 35th anniversary this year. This fine shoe store is an outstanding anchor tenant on the Drive and a welcome business for the community.

Take advantage of our great co-op ad programs

Top of Mind – the term Ad agencies use when they say “Hip Neighbourhood, great shopping” and you think “Commercial Drive”. It's one of the key ingredients for successful advertising. The other is frequency and we can help you get both with our co-op ad program.

You get “top of mind” through our distinctive ad format. Readers recognize our ads and connect the Drive with all that great stuff that we're showing. And whether you're in one issue or all of them, you get the benefit of shoppers being peppered with frequent ads that brand the Drive as the spot you gotta shop.

Oh, and did I mention that we get great volume discounts! You squeeze more out of your ad budget and get the added impact of a distinctive full page being run with high frequency and brand recognition.

OK, you say, but are they effective?

Here's what a few of our advertisers have to say.

“We've had many new customers come into the store and tell us that while staying in some of our 4 star hotels downtown, saw our ad in Vancouver Magazine and made a point of checking out the Drive. They didn't know about the neighbourhood but now that they do, they'll definitely be back.” Otter Louis, Womyns' Ware

“I know my ads are working when I get new customers raving about discovering our pizzas, because they saw our ad.” Patti Lombardo, Lombardo's Pizza

“We're after an upscale, hip housewares market and the image that these ads project is perfect for our clientele.” Irma McInnis, Dream Designs Co. Ltd.

We've pulled together individual ads under the Commercial Drive banner heading in the Georgia Straight, at both the December gift giving season and the Valentine gift and romantic dining time of year.

In the Vancouver Magazine we've run a full page in the September issue and an awesome two page spread in the holiday 2001 issue. The Commercial Drive Business Society paid 1/3 of the advertising costs to advertise our whole community as a fabulous shopping destination.

So you get effective, distinctive ads that run frequently, get noticed, brand the Drive as the great shopping/dining neighbourhood that it is and you get great rates on an affordable, fractional page size. The only drawback is that they're first-come, first-served, so get in touch with Irma McInnis of our marketing committee for more details, 604.254.7030



New Board of Directors

The Commercial Drive Business Society would like to welcome its new board of directors.

Our new president is Carmen D'Onofrio, Kalena Import Co.

Board members include:

Bob Craig, VanCity
Rob Forrest, Il Mercato
Patti Lombardo, Lombardo's Pizza
Irma McInnis, Dream Designs Co.
Ian McSorley, Design HQ
Paul Migliuri, Migliuri Holdings
Bruce Shaw, The Peg
Janna Sylvest, Womyns' Ware

The Board was elected at our AGM, last October and is keen to keep up the momentum of last year's efforts.

The Commercial Drive Business Society would like to thank **Eva Wadolna** for her contribution as our administrative assistant. Eva's contract finished January 15, but her efforts have helped further our initiatives and increase the Society's profile on the Drive.

Teresa Migliuri will continue as part time administrative assistant. New office hours are Monday 10:00 - 5:00 and Friday 10:00 - 5:00

Asian Heritage Month

This May is Asian Heritage Month and your contributions could be covered in their month long calendar of events as well as on CBC.

We're looking for your participation with performance events, window displays, special menus – anything that features connections with Asia (major & minor).

Call Garner Webber at 604.488.0119 for details or email: info@ahm.bc.ca

new on the drive

Faster, Faster!

1800 Block Commercial Drive

Welcome to three new restaurants! Representing North American fast food is "Hot Eats", the first hot dog and other traditional diner type fare outlet to hit the Drive; Indo-Asian fast food at the put-a-smile-on-your-face place named "Fast Food From Heaven" and Italian pasta dishes at "Piccolo Italia". With existing restaurants and these three additions, this block may be able to claim more food choices per square foot of sidewalk than any shopping area in the GVRD!

Cafe Olive

1716 Charles Street



This great looking new restaurant features Vegetarian Turkish Cuisine. Look for it just East of the Drive (previously Typhoon).

Addis Cafe

2017 Commercial

This new cafe in La Casa at 4th & Commercial, features Ethiopian cuisine (& they proudly serve Cuppa Joe coffee). Come and expand your dining repertoire.

New building

4th Ave & Commercial

There's a whole new building going up at 4th and Commercial, East side of the street. We'll have to wait for it to take shape to know more.

Blenz Coffee

1st & Commercial

Blenz knows where the serious coffee drinkers are! Watch for their new cafe moving into the old Continental Barber location on the South-East corner of 1st and Commercial.

Continental Barber

1949 Commercial Drive

Fortunately, we're not losing this long time fixture on the Drive. Gino Albergo is moving his business into Frank's Barber shop at 1949 Commercial Drive.

Redevelopment

1025 Commercial Drive

The retail space at 1025 Commercial Drive (formerly la Belle Supply) is being redeveloped and split into two more manageable spaces. Contact Royal LePage at 683.3111 for details.

redoes

Womyns'Ware Inc.

896 Commercial Dr.

Womyns'Ware Inc. is expanding into the former sewing repair shop next door. Along with the added space will be the introduction of an entirely new line of products from downundertoys of Australia. Completion is scheduled for January 2002.

Lombardo's Pizza

Il Mercato Mall, 1641 Commercial

Lombardo's is sporting a fresh, new interior. Come by and check it out.

Habitat for Humanity

Charles & Commercial

Great new (and watertight!) exterior on the residential project facing Grandview Park. Nice to see the scaffolding down.



who ya gonna call?

If you've ever wondered who to call for assistance with neighbourhood issues, here's our comprehensive list of contact numbers.

- Damaged or vandalised mail boxes 1.800.267.1177 (press 5)
- Defective or vandalised parking meters 604.871.6219 (automated)
- Damaged or vandalised bus shelters 604.291.1229
- Graffiti and uncontrolled bill postings 604.873.7161 (automated)
- Engineering Street Services 604.606.2676 (automated)
- Out-of-order traffic lights, broken lamp posts 604.871.6200 (24 hr)
- Garbage hazard and removal 604.736.2866 (24 hr)
- Damaged banners 604.873.7365 (City office)
- Stray or dead animals 604.251.1325 (automated)
- Injured animals (SPCA) 604.879.7721 (automated)
- Broken or vandalised telephone booths 611 (for repairs)
- BC Gas emergency (leaks) 604.298.1400 (press 1)
- BC Hydro emergency (power out or danger) 1.888.769.3766 (24 hr)
- Disasters (earthquake) 604.586.4390 (24 hr)

POLICE - FIRE - AMBULANCE call 911

For other safety and security issues call Community Policing Services 604.717.2932
Or visit in person at 1657 Charles St. Grandview -Woodland Community Policing Centre.