

On the Road

Silent Summer Nights

There currently is a proposal in development to hold a free silent film festival in Grandview Park for several Saturday evenings in August. The films will have live musical accompaniment by The Eye of the Newt Collective. Some of the proposed films are 20,000 Leagues Under the Sea, Que Viva Mexico and The Passion of Joan of Arc. We are enthusiastic about this unique idea and would welcome you to participate. Your suggestions and support are invited in efforts to satisfy requirements for approval from the City and if successful to help make this event a well received one. Please call Simon Sherwood from the Celluliod Drugstore at 251-3305.



The Polly Esthers

Good Neighbours

Grandview Elementary
75th Birthday Celebration

You are invited to Grandview/ʔUuqinakʔUuh Elementary School for their 75th Birthday Party on April 18, 19 and 20th. Three days of many interesting displays, presentations, and events. The Elementary School is looking for donations of food, drink for their meals, and financial donations to help cover some of the costs for performers and artists. As well they are looking for sponsorship for their mural and maple grove. Volunteers would be welcomed for help with historical displays, exhibits and stories from the neighbourhood. Most of all participation and support. If you would like to contribute, participate in any of these ways, or just join in the fun please call Sam Phillipoffat at 713-4663 for more information. Happy 75th Birthday!

Banners Up

Street banners can be a very effective way of celebrating an areas distinctiveness. They can help encourage pride in a neighbourhood that is seen as waving it's own flag. We are assessing the costs of having the City install the necessary bracketing on the lightstandards as well as the costs for the banners themselves to decorate The Drive. This can be an expensive endeavour and we hope to have something to report shortly.

911 911 911 911 911 911 911 911 911 911 911 911 911 911 911

It is hard to change our perception about calling 911 for non emergency issues, but that is exactly what the police tell us to do. The way they analyze nuisance and criminal activity is through statistics. At the end of the month they review how many calls they received on an issue. If there are no recorded calls on a topic, then there is no problem to try and improve. If the same issue occurs everyday, they suggest you call every day. They have told us not to feel like pests. The Commercial Drive Business Improvement Association is actively working towards solutions to reduce some problematic area concerns. We are aiming to educate ourselves, develop holistic approaches working with area service providers while addressing the needs of our business membership. We have a collective voice and yours will be counted at the end of the day. If you have any questions regarding some of our local bylaws, please call our friendly Community Police Office at 717-2932.

Alive on the Drive

March 2001 Volume 4

IN THIS ISSUE

A really Big Night on the Drive

Check out our new look

Presidents Comments

Banners Up

Silent Summer Nights

911

A really Big Night on the Drive A Great Success and Positive Press!

Many thanks go out to the organizers (including some 300 volunteers) that helped give rise to what the Georgia Straight called "a massive celebration of folk music" on and surrounding Commercial Drive on Thursday February 15th. An estimated 4000 participants came to enjoy some of the 120 international artists and bands that proved so popular at the 22 plus venues along the Drive. A single wristband provided access to everything, in theory, as some venues filled to capacity early in the evening. Pretty well every venue experi-

enced a full house and most were prepared to accommodate the many thirsts and appetites that came along with it. Places like the Portuguese Club organized a special evening barb-be-que and Lombardo's at the Il Mercato set up tables in the malls interior. Though relatively prepared for the evening many of us where overwhelmed by the size and success of the event, as it was the first time any thing like this was attempted. The organizers impressed the many venue hoppers with a free looping luxury shuttle bus

Continued on page 2

Big Night Out Patrons



the Drive

Published for the Commercial Drive Business Improvement Association members by:

Commercial Drive Business Improvement Association

1002 Commercial Drive
Vancouver BC V5L 3W9
Tel (604) 251-2884
Fax (604) 251-2899
e-mail thedriveisalive@hotmail.com

Editors Stephanie Clarke
Janna Sylvest

Officers
President

Alexandra Temple
Dutch Girl Chocolates
Vice President

Irma McInnis
Dream Designs

Treasurer
Linda Meneghello
Royal Bank
Secretary

Carmen D'Onofrio
Kalena Shoes

Directors

Eric Fergie
Fets Pasta Bar & Grill
Rob Forrest

Il Mercato
Bill Gotts
Dr. Vigari Gallery
Patti Lombardo
Lombardo's Restaurant

Paul Migliuri
Migliuri Holdings

Bruce Shaw
The Peg

Janna Sylvest
WomynsWare

Ray Yen
Property Owner

Staff

Stephanie Clarke
Executive Director

system with stops up and down the Drive. The general consensus on the street was that this event should happen more often. If only it was as simple as it sounds. The seed that grew this event was the scheduling of the 13th annual International Folk Alliance Conference (held for the first time in Vancouver). If this, or a similar event, were to happen again, it would not have the benefit of the conference. Organizing another Really Big Night would require increased support from the local community and businesses, and new funding, a possibility certainly worth exploring. From the Business Associations perspective we can't stress enough the value of the positive press and long term impact that was generated through this event. There were front page articles in the Georgia Straight and Westender and countless articles in many publications. Most notably was the support the event received through CBC with a live two hour broadcast from Tony's Deli. They had good fun with it and included a comedic concentrated review of our neighbourhood coffee scene - the best of, in terms of authenticity, best cappacino foam, flavour and atmosphere. They focused on the unique culture of the Drive and provided interviews with area historians highlighting its Italian roots. Area participants also shared their perspectives on life on the Drive and it's welcoming environment for multicultural events. We need to recognize how lucky we are, especially as a business community that has benefited directly from the draw that events like this and others provide. Lets consider as a group and individually how we can cultivate and support these gems to encourage their return. Thanks again to all those that helped give us truly "A Really Big Night on The Drive."

Rising Stars

East Side Talent Destined for Success

Local Favourites the "Be Good Tanyas" often to be found in neighbourhood music spots such as The Silvertone, Wise Club and recently at The Really Big Night on The Drive event, have set out on a Canada Wide Tour with two major showcases in the US cities of Boston and New York. You're sure to feel proud of our great neighbourhood and its abundance of artistic and creative energy as you keep an eye on the rising star of this talented female trio.



Check out our new look

We are proud to unveil the new Commercial Drive Business Association identity system. This work has been designed by Ian McSorely and Kelly Brooks of the local graphic design firm Design HQ. Ian had the difficult task of capturing the diversity, the energy, the components that make the Drive the special place that it is. There was a lot of ground to cover and important pieces of a puzzle to incorporate. The Board spent many hours developing objectives at working towards a product that would satisfy many requirements. We feel Design HQ has captured the unique elements of our Commercial Drive culture. The work is intended to be used as a group (as you see on the right) and separately (as individuals as you see below). The Commercial Drive Business Association is very grateful to Ian and Design HQ for their commitment in providing us with such high quality work on a very conservative budget.

Presidents Corner

By Alexandra Temple

The spring season looks like it's almost around the corner and with it the beginning of the tourist season. We have just formed a new Tourism Committee and one of the many objectives is to get Commercial Drive on the map and in some cases literally. As with many things first impressions are lasting and once some of these visitors arrive we hope to leave them with the impression we are not only interesting and unique but that we take pride in our appearance. Our sidewalks are our welcome mats to the public. Nowhere in Vancouver is the City responsible for sidewalk sweeping. We hope that taking care of the cleanliness of your store front is something that is a daily part of opening for business. If it hasn't been, we hope to encourage you to consider the habit as part of your marketing plan and as good neighbourly relations. The Commercial Drive Business Association is currently preparing a strategy for dealing with graffiti removal, possibly by an outside company. This service may include the development of special group rates for awning cleaning, some on The Drive are in really bad shape. Our next newsletter will be focusing on these and similar issues. Thank you for your participation.

