

On the Road

Calendar of Events

If you want to publicize an upcoming event to be held in the Commercial Drive area or one appealing to a major market group of the Drive, please fax or mail the information to Calendar of Events c/o Stephanie Clarke at the Commercial Drive Business Improvement Association. In this section of the newsletter we can keep our members informed as to what is taking place. They may prepare for a possible increase in business deriving from the event, choose to become involved in the event from a promotional standpoint or help support the event by attending and passing neighbourhood news to their customers.

Commercial looking north towards 2nd Avenue approximately 1930



Good Neighbours

Locations for Lease

The right mix of tenants on a particular block can make for a positive retailing experience and keep our neighbourhood moving in a direction of vibrancy. The La Belle Supply building at 1025 Commercial Drive just became available for lease. If you know of a business that is looking to relocate or expand, or if you know of a space coming available, please let us know. We will put it out to our members to aid in attracting good neighbours.

2000 AGM Notice

We are planning for the Annual General meeting for the Commercial Drive Business Improvement Association.

Date: Wednesday, October 4th, 2000

Location: TBA

Time: 6:30 or 7:00 pm

Look for the official notice in our next issue with details on registration and nominations.

Illuminares -The Festival of Lanterns 2000

The Public Dreams Society gratefully acknowledges the ongoing support of the merchants on the Drive. Your generous spirit has kept us going year after year and allows us to bring Illuminares, The Parade of the Lost Souls and other free public events to the neighbourhood. Special thanks to: Bouzyos Greek Taverna, Cafe Deux Soleil, Magnet Home Hardware, Lanitas, Nature's Gems, Dr. Vigari Gallery, Ragz & Rerunzz, Waazubee, Liquid Metalworks, Womyns Ware, Urban Empire, Raya Clothing, Cosmopolis, Room for Two Maternity, Dutch Girl Chocolates, Havana, Magpie Magazines, Peoples Coop Books, It's All Fun and Games, Uprising Breads, Circling Dawn, Eastside Data Graphics, Turks Coffee, Super Valu in Il Mercato, Continental Coffee, Normans Salad Market, Kokopelli Hair Salon.

Our apologies to anyone's name we may have missed.

Alive on the Drive

August 2000

A New Trend in the City

I guess you could say the car has pulled away from the curb. The newly formed Commercial Drive Business Improvement Association is hitting the pavement and moving forward. Our members are anxious to see results. The term BIA, (standing for Business Improvement Association), sprang up in the late 1960's in Toronto as a result of a group trying to deal with a neighbourhood in distress. The results were so effective that the concept spread all across North America. British Columbia was the last province in Canada to approve legisla-

tion. The first in Vancouver were the Gastown BIA and the Mount Pleasant BIA formed in 1988 - 1989. Soon to follow was the Downtown Vancouver BIA in 1990 and in 1991 both the Kerrisdale and Robson Street BIAs were formed. BIAs are funding mechanisms with city council approval, that gather an additional tax levy on a particular business district. Unlike most standard Business Associations they have the ability to hire full or part time staff person(s) to help implement programs alongside a vol-

Continued on page 2

IN THIS ISSUE

- New City Trend
- Member Responses
- Presidents Comments
- Upcoming Topics
- Calendar of Events
- 2000 AGM Notice



Commercial Drive looking south at 1st Avenue approximately 1930

the Drive

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unteer board. Peter Vaisbord, a spokes person from the city department responsible for BIAs says, "the tough part for any new BIA is the first six months to a year, where it is getting itself organized, creating data bases, cultivating relationships and developing a vision. Only short term goals are visible then. This is the reason behind the BIA's initial five year term. It allows for long term commitment and the development of a marketing strategy and clear vision for the future of a district.

Davie Street, South Granville and Yaletown BIAs were formed in 1999, Commercial Drive in 2000, and four others are pending for 2000. The bottom line for these groups is business improvement. This would include; promotion, advertising, marketing, facilitating studies on the market, developing marketing strategies, lobbying city hall with regards to transportation, tree pruning, sidewalk maintenance, beautification that might include seasonal lighting, street furniture and hanging baskets, local improvement, dealing with crime safety and security and political lobbying with regards to development and political policies.

All are important parts of a larger puzzle aimed at trying to keep pace with changing times, leveraging our potential and making sure we are not left behind. Older BIAs have seen the results that commitment can make. Tapping into tourism awareness through internet resources and accessing major tourism publications are just some examples of what is aimed at for the long term.

Commercial Drive has a remarkable amount of potential. We have a solid base from which to work with thanks to those that have pioneered the street and paved the way so to speak. Our diversity makes us unique, our community has real character. We intend to never lose sight of that as we pursue the mandate of our membership in the new era of Business Improvement Associations in the City of Vancouver.

Members

Thank you to all the members who sent in the information packages that were personally delivered to every commercial location on Commercial Drive.

The information packages talked about what the Association is working on, asked for company biographies to aid us in generating better press, asked for member contact numbers and e-mail addresses for large notice contact on important issues and provided an invitation to join the active committees and information on what those committees are working on.

Please contact The Commercial Drive BIA if you need another copy or for some reason did not receive one. We are looking forward to receiving more completed packages to help develop a clear vision in representing you, our member.

From the 26 responses to date, the members are most interested in marketing and being involved with the marketing committee, followed next were those interested in street enhancement. People who responded to any category will be contacted with the date of the next committee meeting.

This is where you can see how strategies are developed to attack issues and how we are successful in making headway.

Thanks again for participating!

Response

Presidents Corner

By Alexandra Temple

I would like to take this opportunity to gratefully thank the previous Commercial Drive Business Association for their support and encouragement. Their Association had been on the drive for the past twenty five years but was dormant for the past four. These are the people who, among other events, organized "Italian Days".

Others to thank are the Britannia Community Centre and the many business owners, merchants and property owners who have supported or worked with the Sponsor Group during the start-up of the current Business Improvement Association.

After an exciting year of organizing and planning, Commercial Drive now has a BIA with a vibrant Board of Directors and an Executive Director.

This is your BIA, participate or just share your opinions so that together we can realize our vision for the Drive.

Upcoming Newsletter Topics

Look forward to these newsletters every month. This is the best way you can keep connected as to what your Business Improvement Association is working towards on your behalf.

We will be covering topics that are of concern to most of our members. This would include preparing a package to report on dealing with graffiti, which reportedly will include a revised program from the city. We are moving forward with our strategies in dealing with illegal posterage and are eager to share that with you. We are lobbying City Hall to provide more litter receptacles and position those in problematic areas.

Also look forward to a professionally designed logo and identity package for the BIA to aid us in marketing the unique aspects of Commercial Drive to our target markets.