

the drive

Heads Up for Next Issue:

- **Holiday Inn Offers 23% Discount to the Drive!**
- **BC Hydro's Power Smart Business Program**

Newsletter from your Commercial Drive Business Society: Winter, 2008, issue 8, volume 3

Society (n): a grouping of individuals which is characterized by common interests

Commercial Drive is one-of-a kind. It's a place where cultures are interwoven together, where the community is alive, energetic, charismatic and inviting.

For the Commercial Drive Business Society, representing our members in this community is a privilege. The heart-of-the matter is the community you work in, and what matters the most is fulfilling our mandate to you. As a business improvement association, our mandate is to promote business, business development, retailing and tourism on Commercial Drive. Our BIA includes businesses on Commercial Drive from Adanac to 13th Avenue, including businesses on side-streets one block east and west of the Drive.

Commercial Drive was voted one of the best neighbourhoods in Georgia Straight's Best of 2007 Issue. Our BIA is committed to providing our members with programs that contribute to making the Drive one of the best neighbourhoods to work and play in! Our Society consists of twelve board members, an office coordinator, and four committees: Marketing, Street Enhancement, Safety & Security and the Fair Tax Coalition Committee.

I would like to take this opportunity to thank our Board and members for their volunteer efforts, feedback and support. On behalf of the Board of Directors, we wish you success and happiness in 2008 and we look forward to working together and continually improving the best place in the City – the Drive!

Carmen D'Onofrio, president

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Who ya gonna' call?

If you've ever wondered who to call for assistance with neighbourhood issues, check our comprehensive list of contact numbers at:

thedrive.ca/call.shtm

Commercial Drive
Business Society
#4 - 1726 Commercial Drive
Vancouver, BC V5N 4A3

T: 604.251.2884
F: 604.251.2899
E: info@thedrive.ca

www.thedrive.ca

This site gets over
41,000 unique visitors
annually from 89
countries!

It's All About the Food – Dine, Dance and Donate at Federicco's Supper Club on May 15th, 2008



The Commercial Drive Business Society together with the Greater Vancouver Food Bank wants to delight your senses with a delicious dinner, dancing, door prizes and a silent auction on May 15th at Federicco's Supper Club. The Food Bank has three to one buying power for every dollar donation, and the fun you'll have gives you a return on your dollar. 100% silent auction proceeds and 75% ticket proceeds, with tax receipts available, will be donated to the Food Bank. The cost per ticket: \$75.

The cost of treating yourself to a night out and making a difference in your community: priceless.

New Cop on the Block

The *Grandview-Woodlands Community Policing Centre (CPC)* serves the local community and works with the Vancouver Police Department and other service providers to strengthen the safety and quality of life in our community. Last Fall Constable *Linda Grange* became the new Neighborhood Police Officer in the Grandview-Woodlands area. *Constable Grange* is actively policing the Drive and we look forward to working together to assist businesses and residents with safety and security. The CPC also has a volunteer program coordinated by *Faith Greer*, that is dedicated to increasing community safety, and includes foot and bike patrol and community outreach events. To discuss safety and security issues, report an incident, or find out more about the volunteer program, call 604.717.2932 or visit the CPC at 1977 Commercial Drive (between 3rd and 4th).

It's Always Better When We're Together – BIA Co-op Ads

Working together makes sense, and when it comes to advertising it saves dollars and cents. The BIA's *co-op ad program reaches over 17 million readers annually!* We negotiate affordable ad rates and subsidize a part of the advertising cost, to give you an opportunity to be seen in Vancouver's most popular publications, including *Vancouver magazine*, *Where Vancouver*, *the Georgia Straight*, *Vancouver Playhouse* and *Arts Club Theatre Company* programs.

The co-op ad program gives you effective, distinctive ads that run frequently, at a great discount to get more out of your advertising budget. Whether you're in one issue or all of them, you get the benefit of being a part of advertisements that bring shoppers to the Drive. Unlimited benefits, but limited spaces! For more details please call our office at 604.251.2884.

One Block at a Time – The Adopt-a-Block Program

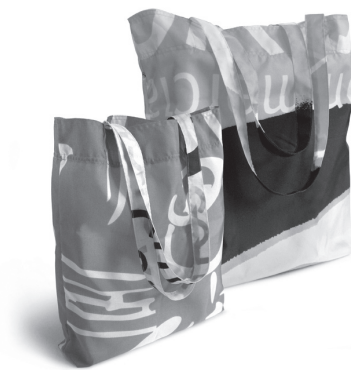
Keeping our community safe and clean is a community effort, and bit-by-bit, or block-by-block, we can work together and our contributions can make a difference. *The Grandview-Woodland Community Policing Centre* and the *Commercial Drive Business Society* have partnered up and are inviting all Commercial Drive businesses and agencies to Adopt-a-Block of the Drive. As an *Adopt-a-Block* participant, you would do a weekly survey of the overall level of cleanliness and safety along your block, and assist with keeping it clean, safe and pleasant for everyone to enjoy. If you are interested in volunteering as an *Adopt-a-Block* participant, or would like further information, please contact (604) 251-2884 or info@thedrive.ca

Keeping It Clean - The Kettle Street Cleaning Team

The *Kettle Friendship Society's SEED Employment Program* provides street cleaning services for the *Commercial Drive BIA* area. We would like to thank the *Kettle and Street Clean Team* for their hard work and drive to help keep the Drive area clean. We would also like to thank the businesses that provided dumpster access to the *Street Clean Team* during the Civic Strike. Excellent job Team! For more information on the *SEED Employment Program*, and recruiting Kettle members please contact Jenette MacArthur 604.251.4778.

Goodbye Graffiti, Hello Free Service!

If you have graffiti, we'll remove it free-of-charge! The BIA has a contract with *Goodbye Graffiti*, and we receive cost-effective graffiti removal through their *Ever-Clean Service program*. The program includes two weekly patrols of the Drive, including side-streets, visible alleyways and upper level building walls. *Goodbye Graffiti* offers 11 paint colours to match your wall colour. Contingent on the weather and type of building surface, they will remove the graffiti with their scooter patrol, or truck patrol equipped with power washing machinery. To have graffiti removed, or to report graffiti, please call the BIA office at 604.251.2884 or Goodbye Graffiti at 604.684.7474.



Keen on Green – New Shopping Bags from Old Banners!

We've turned something old into something new, and converted our first two year's banners into stylish, reusable nylon shopping bags with the help of local retailer Dream Designs. Sustainable and beautiful, the bags are available in two different sizes and 10 different colours. All sales proceeds will go to the development of new public green spaces around Commercial Drive. Creating and protecting our green space and surrounding environment, is what this bag is all about. For a list of retailers, visit: www.thedrive.ca/bags.shtm

Vancouver East Cultural Centre — Connecting Culture and Arts on the Drive!

The *Vancouver East Cultural Centre* (affectionately known as "The Cultch") has always been a gathering place. Since its conversion from an abandoned church 35 years ago, *The Cultch* has become an enormous cultural magnet for East Vancouver, and today continues to offer programming in contemporary theatre, dance and music by local, national and international artists, catering to audiences of all ages.

During the 2007-2008 season, The Cultch has presented thirteen performance companies, including *Catalyst Theatre's* original musical *Frankenstein*, *Vancouver dance company Kidd Pivot* with *Crystal Pite's Lost Action*, and *Axis Theatre's* young audience hit *The Emperor's New Threads* (complete with prizes from the Canucks and free pre-performance pizza parties!). Still to come are *Rough House*, *Elastic Perspective*, *Air Play*, and *Luminous Edge*. Go to www.thecultch.com for more information.

Vancouver East Cultural Centre
1895 Venables St (at Victoria)
Vancouver, BC 604.251.1363

That Was A Slice – Thank you to Patti Lombardo

The Commercial Drive Business Society would like to extend a heartfelt thank-you to *Patti Lombardo of Lombardo's Ristorante and Pizzeria* for her hard-work over the years as a Board Director. Thank you for volunteering your time and invaluable service, and last but not least, for serving the Drive with delicious pizza... that's amore!

The Vancouver Fair Tax Coalition

(VFTC) is a non-partisan volunteer group representing more than 43,000 local businesses. VFTC members work to ensure businesses pay a fair share of property taxes and contribute to the sustainability of Vancouver. Businesses are paying property taxes at more than five times the rate of residents, the highest in the Lower Mainland and in Canada. In the last two years, the VFTC has saved Vancouver businesses an estimated \$24.5 million in property taxes through rebalancing the tax load.

To support the Fair Tax Coalition you can send a letter or email to the mayor and city council, and attend scheduled public meetings to support the tax commission recommendations, held on:

- Saturday February 16, 9 am - 12 pm, Van Dusen Gardens, Floral Hall
- Wednesday February 20, 7 pm - 10 pm, City Hall, Committee Room #1
- Saturday February 23, 9 am - 12 pm, Killarney High School

In 2006, the city formed an independent Property Tax Policy Review Commission to recommend a long-term fair tax policy for commercial taxpayers. The commission confirmed the tax share is unfair for business and proposed an annual one per cent tax shift over the next five years until business pays 48 per cent and residents pay 52 per cent of the tax share. This annual one per cent tax shift will mean relief for every business in Vancouver and millions of dollars in tax saving going forward.

For more information, contact Vancouver Fair Tax Coalition via Suite 210-1501 West Broadway, Vancouver, BC V6J 4Z6
info@fairtaxcoalition.com
www.fairtaxcoalition.com

Board of Directors Contact Information:

Carmen D'Onofrio, President
Stile Wines

Chris Thorne, Treasurer
Royal Bank of Canada

Robert D'Onofrio
Safety & Security Committee
Kalena Shoes

Paul Migliuri
Street Enhancement Committee
Migliuri Holdings

Federico Fuoco
Fair Tax Coalition Committee
Federico's Supper Club

Jordan Allan
Continental Coffee

Steve Camele, Property Owner
GMP Camele

Rob Forest
Il Mercato Property Management

Kevin Innes
Scotiabank

Dan Kooner
Shopper's Drug Mart

Cory Lenzi
La Rocca Restaurant

Bruce Shaw
The Peg

For information, or to join a committee, contact:

Michelle Barile, Coordinator

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For a wealth of information on the neighbourhood and our BIA, please visit:

www.thedrive.ca

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