

Monday, February 26, 2024
Time 7:00pm MST
Location via Zoom

Bridgeland Business Improvement Area Board

Minutes:

Present:

Chris Hankins, Chair

Jacqui Sanderson, Executive Director

Amy Skinner

Femeena Virani, Secretary

Shayne Perrin

Deb Representative from BRCA

Alena Jenkins, Vice Chair 7:16 pm

Weston Covert 7:19 pm

Maurizio Abdi 7:33 pm

1. Call to **Order** by Chris Hankins, at 7:08 pm, Second Amy Skinner. Vote was by show of hands and unanimously accepted.
2. **Quorum:** at order 5 out of 8 voting Board members present, Quorum met.
3. Approval of **Agenda:** Motion approved by Amy Skinner and second by, Chris Hankins, all in favour.
4. Jacqui Sanderson **Operational** update to continue with Shannon Creelman for 2023 Financials
5. Motion by Chris Hankins **to remove** Shannon Creelman and Laura Brescia as signing authority and **to add** Femeena Virani and Shayne Perrin as signing authority. Second Amy Skinner, all in favour.

6. **Executive Direct Report:**

- Bridgeland construction 2024 discussed
- Better notification on city projects in area

- Traffic on overpass, Jacqui Sanderson to contact Kimberly in BRCA for transportation update

7. **Chair Opening**, Chris Hankins:

- Improving BIA roles within the community
- Marketing collective with in businesses
- Engaging with members to improve more business owner involvement
- Increase strategies to engage and communicate with businesses
- Discuss budget to be used on community engagement

7. **Social Media:**

- Business partner content
- Key performance indicators
- Alena Jenkins discuss to improve Social Media content by more reels, business take overs for day, etc.
- Alena Jenkins to advice board on Victoria park budget as she advised they have great content and business interaction
- Wes Covert advised the Summer student program to help with Social Media content

8. Increase Business awareness **Events:**

- Deb for BRCA sugested to advertise in Bridges
- Busking to start in Plaza June for 4 months as per Jacqui Sanderson
- Website costs to be under construction, first draft will be available by beginning of April, as per Jacqui Sanderson
- Banners on 9th and 7a street, designs under way, may take up to 2 months, as per Jacqui Sanderson
- Tier 1 and 2 Art Grants discussed for street art and pop up music events
- Clarification of tier 1 and 2 grants up to \$30000, half coverage of event
- Possible event in park as per Deb from BRCA, and budget allocation to BRCA discussed
- Possible events to increase population in Bridgeland, Bike Race, May marathon
- Jacqui Sanderson to plan event and send board budget for same

9. **Commercial realtor** needed, to help assess new business coming to Bridgeland

10. **New Book keeper** needed, as Shannon Creelman, not in Bridgeland area any more

11. **Conflict of Interest Documents** need signing and return to Jacqui Sanderson by March 1, 2024

12. **BIA Social:** March 7, 2024, at 4:30 pm location Bridgeland Distillery, planning 2-3 socials per year, Next Social host?

13. **CPS** - Open house, May 1st at 12-3. Can all business owners try to attend to meet Police officers on site

14. Jacqui Sanderson to go to Kamloops for **Executive Director Conference** in May 2021 approximation for budget \$2500. Motion for Jacqui Sanderson to attend by Shayne Perrin and Femeena Virani, all in favour.

15. Chris Hankins Chair, **Adjourned Board meeting** at 8:53 pm