

Monday, April 27 ,2026

## Bridgeland BIA Board Minutes:

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### **Present:**

Chris Hankins, Chair - Bridgeland Sport and Spine  
Jacqui Sanderson, Executive Director  
Femeena Virani, Secretary - Elegance Medispa  
Shane Perrin - Blue Star, Small Bar  
Wes Covert- Bike and Brew  
Maurizio Abdi - La Brezza  
Deb Lee - BRCA  
Dakota - Social Centric

1. **Call to order** - Chris Hankins 7:02 pm
2. **Quorum met**
3. **Minutes** February 2026, Approved by 1st Femeena Virani, 2nd Chris Hankins, all in favour
4. **Social Centric** - Representative Dakota
  - Social media and Marketing for BIA
  - Currently does social media for Marda Loop BIA and their full service marketing
  - Discussed marketing and communication
  - Advised us of different packages, exploration vs discovery and strategy
  - Discussed budget and costs
  - Approximate cost around \$2500 per month
5. **Social Media** by Maurizio Abdi -
  - Looking at other Social Media providers to compare costs
  - Meetings with Social media providers later this week budgets a bit lower around \$1500-2000 per month
  - Wants to develop partnerships with influencer
  - Will update board when quotes received

5. **BRCA update** by Deb Lee -
  - Safety, in community no additional CPS as other community needs were higher
  - Park plaques launch extended
  - AGM June 2026 for BRCA
  - Trying to start a non for profit membership to improve community awareness and communication
  
6. **Operational Update** by Chair, Chris Hankins -
  - Social media inquiries for new company to grow social media
  - Graffiti in community and using grants to remove in community asset graffiti
  
7. **Executive Update** by Jacqui Sanderson -
  - Construction has started
  - Hopefully completed by July/August 2026
  - 4th street construction in budget for 2029-2030 budget cycle
  - Lukes does not want construction updates in person, therefore will be notified by email
  - Member engagement at Aurora in May 2026
  - Parking revenue is at \$23419, can spend on installing banners, planters, public art and painting benches, used for anything to improve neighbourhood
  - MicroGrant \$5000 used for utility box painting
  - Clean and safe grant to be used by December 2026
  - Jacqui and Deb Lee, BRCA, to meet to chat about Clean grant
  - Small Bar Graffiti in Bathroom inquiring about using grant
  - Bike and Brew inquiring if grant can help clean up graffiti on bench in front of them
  
8. **Events** by Jacqui Sanderson-
  - Costs, marathon \$2500, Stampede breakfast \$15000, Halloween Event \$10000-15000, Busking \$12000
  - Events Budget \$20000, will cover Marathon Station and Busking
  - Motion to increase budget by \$10000 to help cover Stampede breakfast, 1st Chris Hankins, 2nd Shane Perrin, all in favour
  
9. **No New Business**
  
10. **Meeting Adjourned** by Chris Hankins at 8:44 pm