

Downtown Maple Ridge Business Improvement Association

Mission: To create a prosperous destination, that is clean, safe and vibrant,
where a diverse community of businesses and residents live, work and play.

2007 ANNUAL REVIEW

STAFF & DIRECTOR INFORMATION – INITIATIVES – FINANCIAL REPORT

Downtown Maple Ridge Business Improvement Association

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2007 Executive Committee

Racine Barbour	– President	(Property Manager Haney Place Mall)
Brian Bekar	– Vice President	(Business Owner, Mark's Work Wearhouse)
Lynda Lawrence	– Secretary	(Downtown Property Manager)
Chrislana Gregory	– Treasurer	(Downtown Property Owner and Manager)

2007 Directors

Ernie Beaudin	(Downtown Property Owner and Developer)
Tammy Diniz	(Business Owner, Benjamin Moore)
Bob Jones	(Downtown Property Owner and Manager)
Bob Masse	(Downtown Business Owner, Chiropractor)
Fred Tofts	(Downtown Business Owner, Midnight Fairy)

The DMRBIA wishes to express on behalf of President Racine Barbour and the Board, its appreciation for the valuable contribution in time and talent of the following outgoing Board Members: **Fred Tofts and Brian Bekar**

NOMINATION COMMITTEE REPORT

The Nomination Committee responsibility is to determine pending Board vacancies, interview potential candidates and recommend a slate to the Board at the Board's recommendation for election at the Annual General Meeting.

The Committee and Board seek individuals who will bring a diverse range of qualifications to the table, who will further enhance the Board with the skills and experience that the candidates can offer.

Candidates are required to be a member of the Association namely a business owner within the DMRBIA area.

The slate being recommended to the members for 2008 is:

Racine Barbour (Manager, Haney Place Mall). Mrs. Barbour has served as the president of the DMRBIA for the first year of operation. She has lived in Maple Ridge for 33 years and has over 30 years business experience. Racine currently serves as Commissioner with the Maple Ridge Economic Advisory Commission; Director of the Maple Ridge Pitt Meadows Arts Council; Member of the Haney Central Community Policing Committee and the Downtown Property Owners' Association. Previously, she served eight years with the local Chamber of Commerce; two years as President. She has volunteered with various community committees including Pitt Meadows Economic Advisory Commission; BC Crime Prevention Group; 2010 Olympic and Smart Growth on the Ground.

Ernie S. Beaudin (Downtown Landlord & Developer). Mr. Beaudin, has been involved with numerous residential projects throughout Maple Ridge over the past two decades. He holds both a Bachelor of Business Administration and Psychology degree, and has diverse experience in business, construction, marketing, computer technology and non-profit groups. Ernie has served as the Chair of the Events and Marketing Committee and spearheaded the DMRBIA website development.

Tammy Diniz (Business Owner, Benjamin Moore). Ms. Diniz is a local business owner who has lived in Maple Ridge since 1994 with her family of three children. She is a member of Retail BC and the Maple Ridge Chamber of Commerce, and has served on the St. Patrick's Parish Education Committee as a board member. Tammy has served on the DMRBIA board for the past year. She has been an active supporter of, and participant in the Maple Ridge Home Show for the last seven years.

Chrislana Gregory (Downtown Property Owner and Manager). Ms. Gregory has acted as the DMRBIA Treasurer for the past year, as well as Chair of the Revitalization Committee. Through Steelhead Investments, she has been the owner of several properties in the BIA area since 1994. Chrislana has a BA (Psych), Bachelor of Laws Degree, Peer Counselling Certificate and is currently completing her Certificate in Mediation/Third-Party Intervention. Her work experience includes legal practice and lecturing at UBC. She has volunteered on Parent and District Advisory Councils, served on Municipal working committees, and acted as a peer counsellor.

Bob Jones (Downtown Property Owner and Manager). Mr. Jones has been a resident in Maple Ridge the past 50 years and is now retired. Previously he co-owned a construction company and large real estate office. At present, he owns and operates a number of downtown properties and is President of the Downtown Parking and Property Owners' societies.

Lynda Lawrence (Downtown Property Management). Ms. Lawrence has resided in Maple Ridge for over 25 years. She is a Licensed Real Estate Broker & Property Manager currently managing property and providing real estate services within the BIA area. She is a member of the Real Institute of British Columbia, and the Meadow Ridge Rotary Club. Ms. Lawrence sits on a number of boards within Maple Ridge including the Downtown Property Owners Association, Parking Society and the Friends In Need Foodbank. Lynda has served as the DMRBIA Secretary for the past year.

Peggy Logue (Business Owner, Garden Hill Funeral Chapel). Mrs. Logue has been a co-owner and operator of Garden Hill for nearly 25 years. She currently serves on the Ridge Meadows Community Living Foundation Board of Directors and previously has served on the Board of Directors for the Ridge Meadows Hospice Society and the Ridge Meadows Foundation Gala Ball committee.

Bob Masse (Chiropractor). Dr. Masse owns and operates a number of commercial properties in the downtown. He has operated his own practice in downtown Maple Ridge since 1981. Bob puts a tremendous effort into the success of the Hospice Vistas Run each year and has served as the Chair of the Safety and Security Committee for the past year.

Member Nominated Candidate:

Tom Meier – 2 Year Term (Business Owner, Johnston Meier Insurance)

Mr. Meier had worked in Maple Ridge for many years, and has been a strong supporter of the community. Tom's long history of volunteer contributions include past service as president of the Chamber of Commerce, president of the Pitt Meadows Airport Society, vice president of the Ridge Meadows Hospice Society, and a director of the BC Summer Games. In 2007, he was chosen as Maple Ridge Community Foundation's Citizen of the Year.

Respectfully submitted – October 2007 – by the Nominating Committee:
Ernie Beaudin, Bob Jones, Chrislana Gregory, Tom Meier

PROGRAMS

CLEAN & SAFE

Clean Team:

Throughout the year the Association works to help you ensure downtown is clean and ready for our customers and guests. Our Core Ambassador Patrol assisted by removing garbage and debris, posters from poles, picking up hypodermic needles and keeping track of new graffiti and overflowing dumpsters. To just name a few of their many tasks.



Safety & Security Patrol:

In our first 6 months we were very successful in forming many partnerships.

Through a partnership with Westridge Security, District of Maple Ridge and the RCMP, Westridge patrollers assisted members by helping remove and detour unwanted individuals. Much of the success of these patrols came through active partnerships with the RCMP's downtown enforcement unit and the District of Maple Ridge Bylaw enforcement officers. Through a cooperative approach, calls for service were quickly returned and appropriate actions were taken. The end result has been a safer, more comfortable downtown for all stakeholders.

ATTRACTION

Events:

Up to tens of thousands of locals and visitors are drawn to downtown during the summer months for our festivals and 2007 was no exception. Highlights of the year include:

- **Caribbean Festival**, the DMRBIA encouraged all downtown businesses to be open and distributed balloons to visitors and members opening their stores for the day.



- **Arabian Nights Festival** was a new festival, only made reality through sponsorship from the DMRBIA for their inaugural year.
- **Heritage Day** was another new festival with a presence of your BIA.

Creation of new partnerships with event coordinators and local festivals has already resulted in more events in 2007. By drawing more events, we can increase the exposure of downtown businesses.

INITIATIVES

PUBLIC SPACES

Since September the red and black dressed Core Ambassador Patrol (CAP Team) worked tirelessly to make downtown friendly, inviting and easy to get around. Not just sources of information for visitors and locals alike, team members kept sidewalks clean of litter and debris. Additionally, through a partnership with ICBC, the CAP team issued more than 500 "Parking Lot Audits"; reminding downtown staff and visitors about the importance of keeping parked vehicles clear of valuables, in an effort to reduce the chance of being a victim of auto crime. Hopefully resulting in a significant reduction of auto-thefts by next year.

COMMUNICATION

Marketing:

Throughout our first six months the DMRBIA provided a strong presence communicating with the community and our members about all the exciting things happening.

Close to weekly coverage in the local newspapers, newspaper advertisements, printed materials mailed out through Canada Post to every individual member and a fresh new website, all helped create awareness of the Association and its membership. Association members were kept apprised of happenings through quarterly newsletters, email reminders and face-to-face visits.

Member Involvement:

When it comes to taking advantage of Association-led initiatives, many DMRBIA members already take advantage of generated exposure/benefits. Whether helping with member registration, safety & security issues, event/promotion planning, outside marketing etc. The efforts will be rewarded in the tills and also exposure.

Members play active roles in Association sub-committees like

- Safety & Security (Trespass agreement, patrols, good neighbour agreements),
- Beautification (street furniture, public art, banners, etc),
- Revitalization (core planning, revitalize old structures, sidewalks, garbage dumpsters, etc)
- Events & Marketing ("Shop Local", Christmas promotion, 5X5 meet and greet, website, member registration etc).

If you would like to become more involved, call Ineke or Cheryl at the DMRBIA office: 604-467-2420, or visit us in Haney Place Mall (next to "Town Square Cobbler").

COMMITTEE REPORT

Revitalization

The Revitalization Committee's mandate is to develop initiatives that will improve the streetscape, business environment, and properties within the BIA area. The following have been undertaken:

- 1) The Committee met with Municipal staff in May, 2007 to initiate awareness of and discussions about downtown parking, business signage, decorative tree lights, music on 224th, Core Ambassador Program, Sparkle Week campaign, and a gateway;

- 2) 'Sparkle Week': Held in early July, 2007, this initiative encouraged a general clean up of properties (clean sidewalks, remove litter, remove graffiti, trim hedges, clean windows, freshen window displays);



- 3) Proposed Curb Extensions (224th between Lougheed Highway and Dewdney Trunk): Supported by a \$2000.00 donation from the BIA;
- 4) Decorative Tree Lights: Desire was to install solar-powered LED lights in street trees throughout the BIA area (electricity was unavailable to all but a few trees). Unfortunately it was determined that at this time this was not viable due to the size of the requisite solar panel and battery;
- 5) Speaker's Series: Three business seminars have been offered to the membership. The topics were "The Good, the Bad and the Ugly: How Do Your Windows Rate?" (how to create effective window displays), "May I Help You?" (how to provide top-notch customer service), and "ABC's of Retail Security" (how to prevent retail loss through theft).

Submitted by Chrislana Gregory, Committee Chair

COMMITTEE REPORT

Beautification

First Beautification Committee meeting June 27th, 2007. Its mission statement:
“To establish consistent and coordinated aesthetic improvements within the DMRBIA.”

The mission responsibilities include:

- Banners
- Clean up
- Flower baskets
- Graffiti
- Street furniture
- Murals

Graffiti program developed and administered by Ineke, new initiatives are constantly added to the present program; this project is in desperate need of volunteers to accompany the “team at work”.

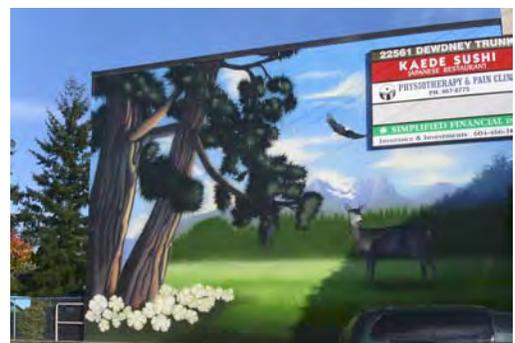
Banners designed by local school students (grade 5 and up) under guidance of the MR/PM Arts Council and a cooperative effort with the Spirit of BC committee, have been purchased and will be raised in the downtown area spring of 2008.

Flower baskets are a most important beautification initiative and we are actively pursuing various municipal departments to arrange irrigation and basket supports on the street light poles, we will see a significant change in the downtown core during the next six months due to the “Spirit Square” development, which will tend toward a resolution to our flower basket requirements.



Street furniture is also a mission with ongoing dependence on the municipality’s plans for the Spirit Square. We have coordinated our suggestions along with those from other members of the community and await the architect’s decisions.

Mural program is in progress, main theme is ‘Rural and Historic Maple Ridge’. There are ideas for many murals of different mediums, and of a variety of subjects to blend with areas selected, e.g. a mosaic Canada Flag for Canada and Remembrance Day celebrations in Memorial Peace Park, Caribbean scene along 224th Street, where the festival takes place, jazz and blues mural in the Memorial Peace Park area, etc.



COMMITTEE REPORT

Events and Marketing

The committee has put tremendous effort into its significant tasks for this year. We developed a strategy for the year, which focused on connecting with our members and setting the stage for active promotion of the downtown area in 2008.

Our first goal was to significantly increase the awareness of our members to that 1) they are members, 2) what the BIA's purpose is, and 3) should participate in the "improvement" of business in this community. In the process we sought registration of the members so that we can effectively communicate with them through mail, email, fax and via the web site. The results have been excellent; before the campaign started there were less than 100 registered members (even though we had already mailed every member twice in 2007 seeking registration and introducing the DMRBIA).

After only a few weeks of the campaign, the number of registrations has increased to over 400. There are approximately 700 business and 300 property owner members. In addition, the feedback from staff and owners has been very positive, and members are beginning to seek ways to "improve" the community through BIA campaigns and projects. There have been very few exceptions of a few who did not wish to be involved.

One method to improve a community in general is to get to know your neighbours. When you know your neighbours, whether residential or commercial, you are more likely to communicate, and work together for common goals. Without such relationships, it is very difficult to mutually benefit from anything. The DMRBIA organizes a "Five by Five" member- networking event most months of the year, held at one of our members' businesses. These events allow a small number of members to meet each other, where they might not otherwise be aware of one other and their respective businesses. Members exchange ideas and learn about projects the DMRBIA is working on, designed to benefit all members. With a strong network of people and businesses, the downtown business community will strengthen. This is the goal of the 5x5 event.

We have developed a web site for the Association. The website launched in August, and will remain a work in progress for the first half of 2008. The site contains all businesses in the BIA, as well as information about the DMRBIA and its projects. Members, once registered will be able to access member-only information (mid 2008). The web site will become a valuable resource for members and visitors to the community. Currently most of our news has been disseminated via paper newsletters, hand delivered and mailed by post to our members, at a high cost to the Association, and its members. The web site should serve as a faster and cheaper method of communication.

The committee is working on a number of other projects for 2007 including obtaining valuable research materials to assist us in designing future promotional campaigns for the downtown core. We are developing a sponsorship policy for selecting and funding events in the community, which will significantly benefit the membership.



October 31, 2007

To the Members of the
Downtown Maple Ridge
Business Improvement Association

Dear Members:

This is forwarded on behalf of Parks & Leisure Services to indicate how pleased we are with the developing relationship with the Business Improvement Association. Already there have been a number of initiatives we have been able to work on together to our mutual benefit and we look forward to many more over the years. To date, these include the Street Banner Program, Spirit Square, Downtown Security and the Christmas Tree Program.

As another business in the downtown area we are very much looking forward to working with you all to make the Maple Ridge downtown a very special place indeed.

Sincerely,

Mike Murray
General Manager, Community Development
Parks & Leisure Services

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There are many parts to a community. When they are working together in cooperation with each other toward a common goal, the community becomes something greater than the sum its parts. The health of a community is determined by the activism of its citizens who represent all facets of the community life. By that definition, Maple Ridge is a very healthy community.

The Business Improvement Association symbolizes our business community willingness to take responsibility for its success and vitality in service to the citizens of Maple Ridge. Under the leadership of Ineke Boekhorst as Executive Director and Dr. Robert Masse as our chair of the Safety and Security Committee, the BIA is making great strides in helping to ensure the downtown core of Maple Ridge is a safe and vibrant place to be, to shop, to socialize and to enjoy the richness of commercial life.

The BIA has become proactive in recognizing the causes of social deterioration and has demonstrated the courage to influence changes. In a very short time, the BIA has made a significant contribution to the safety of the downtown core. The expansion of the services provided by Westridge Security has been a welcomed assistance to the RCMP and to the citizens by enhancing visibility and communication between the RCMP, municipal bylaws, the business people and community policing volunteers. The relationship and coordination between our groups will allow us to deliver a more effective service to the downtown citizens. The Ambassador Program has been added to the downtown landscape adding a feeling of welcome to residents and visitors alike. Encouraging individual businesses to ensure clean streets and the advent of murals on downtown buildings will continue to send the message that downtown Maple Ridge is safe and is open for business.

The atmosphere in the downtown is changing and reverting back to a safer, more enjoyable place to be. It's a work in progress of course, but as an organization comprised of community-oriented citizens determined to preserve the quality and character of our downtown core for the enjoyment of all citizens, the BIA will succeed.

The safety of any community is a communal responsibility. The BIA is an example of the ability and willingness to share in the ownership of community safety exemplified by the Safety and Security Committee acting as a catalyst by bringing all partners together, learning from other communities and developing strategies to enhance the liveability of the downtown core of Maple Ridge.

J.M. (Jim) Wakely, Inspector
Officer in Charge, Ridge-Meadows Detachment
Royal Canadian Mounted Police