

Downtown Maple Ridge
Business Improvement Association

Annual Report
2008-2009

Ernie S. Beaudin
President

Ineke Boekhorst
Executive Director



Mission Statement

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

Highlights 2009

- Our Spirit, Our Town... Cooperative Agreement signed between the BIA, Chamber of Commerce and District of Maple Ridge.
- Façade Improvement Project launched and half of the successful applicants have completed their upgrades.
- Received a “Best in the West” Award at the BIABC conference this year.
- 3/50 Project® was adopted with open arms by the BIA, District and enthusiastic members.
- Festival of Trees in the Park nearly doubled in size in 2008, and again this year interest is growing even more.

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 Sandy Blue, Economic Development, Maple Ridge

 Dean Barbour, Executive Director, MR/PM Chamber

 John Griffiths, President, Westridge Security



Change is the law of life. And those who look only to the past or present are certain to miss the future. John F. Kennedy

Letter from the President



Fellow Members;

2009 was a great year in the DMRBIA's development. Being only 2 ½ years old, we have matured at a staggering rate and our campaigns, projects and programs continue to mature and strengthen. We are only about half way through our five year mandate and have already designed, optimized and implemented many wonderful initiatives designed to improve your business, supporting the Mission of the DMRBIA. We were honoured by the Business Improvement Areas of British Columbia (BIABC), receiving one of the Best in the West awards in 2009. In these first few years, we have done more than many BIA's do in 5 or more years, with fewer resources, and our efforts are paying off and being noticed.

At the 2008 AGM, I accepted the position of President of the Association, thus transferring my responsibilities from the Chair of the Events and Marketing Committee. At the same time we welcomed our new board members Rob Gagne and Gord McBeath, and in early 2009 welcomed Nancy Olson. I would like to extend my personal thanks to Nancy for adopting Events and Marketing as her own, which permitted me to fully step into my role as President of the Association.

As President, I had two fundamental goals for the year; first, to increase member participation in the great variety of BIA activities. Participation is the key to success of any Business Improvement Area; while we have many members dedicating tremendous effort and time, the more members involved, the more benefit there is to all members. We must all work together for the mutual benefit and business growth. The second goal involved organizational housekeeping including solidifying the roles of our three Committees, reviewing policies and procedures and updating and securing a new employment contract with our Executive Director. While such tasks are unfortunately mundane, they are necessary for the stability and good operation of the Association we all belong to. Much of this work is already complete, and I expect will serve us well into the future.

A major initiative, the Façade Improvement Project was launched this year with welcomed support from the District of Maple Ridge. This is an initiative that helps make our downtown more attractive for us all: customers, tourist, merchants, property owners, and people who work and live downtown. I believe this project has started to achieve its goal with the first few improvements now complete, and I look forward to the improvements next year.

The Façade Project is one of the elements of the Our Spirit, Our Town... initiative, a multi-faceted approach to create a dynamic and vibrant Town Centre. Together with the District of Maple Ridge and the Chamber of Commerce, we will work together and with other downtown stakeholders to help make our Downtown the best in BC. This ongoing initiative includes keeping downtown clean and safe as well as upgrading and creating beautiful streetscapes. We should all see great changes over the next two years due to this cooperative agreement.

During the past year a number of new information and marketing materials have been produced by the BIA including the telephone resource card, downtown map and coupon book. There has been great interest and participation by the membership in these projects and I hope such interest continues and expands through the remaining years in the DMRBIA five-year mandate, and beyond. Other continuing programs such as Sparkle Week and the Treasure Hunts have grown in popularity among both businesses and customers. This indicates to me that the BIA is succeeding in its Mission, and I believe we will continue to achieve our objectives through these and future efforts.

Our newest campaign is adopted from a U.S. campaign called the 3/50 Project. It is a wonderful concept that promotes locally owned and operated businesses in a unique way: spend \$50 of your normal shopping dollars in three local businesses. To further promote this concept, the DMRBIA is running a contest October through December, with prizes to customers participating in this wonderful campaign. The DMRBIA and District of Maple Ridge, as well as local businesses, have dived into this concept with enthusiasm and commitment.

I am very proud of the excellent and hard work performed by many member volunteers on the three Committees and the Board of Directors, as well as our Executive Director in the past year. Of course, I cannot overlook the great service performed by our two CAP team members and our summer student.

At this 2009 AGM, we are saying goodbye to a few board members. On behalf of the membership, I would like to thank Peggy Logue, Gord McBeath, Tom Meier and Nancy Olson for their service on the Board of Directors for the past year or two. Of course it would be unfair of me not to recognize the rest of the Board of Directors who will continue in their two-year terms through 2010; Racine Barbour, Rob Gagne and Bob Jones. Without the efforts of the Board, we would not have achieved the successes of the past year.

I am honoured to have been the DMRBIA President this past year. I have always said that involvement is critical in order to have a voice in the issues impacting the businesses in our area. We must lead downtown Maple Ridge in a direction that continues to improve services and events for our customers and visitors.

We must all look forward to, and actively seek the extension of the 5-year mandate of our BIA. I believe we have had great success in our short history, and many opportunities exist to further improve our community. I continue to encourage all business owners to support their BIA. Get involved so that we can continue improving and experiencing increased vitality and beauty of our downtown!



Ernie S. Beaudin
President of the Board



It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change. Charles Darwin.

Executive Director's Report

The Downtown Maple Ridge Business Improvement Association provides leadership to promote and market our Downtown, plan and assist with business development, beautification and property enhancement initiatives; all in partnership with property and business owners, professionals, local government and community groups to ensure a vibrant, prosperous and safe Downtown.



The DMRBIA Board of Directors together with the Executive Director set goals at a facilitated yearly Strategic Planning Session. Directors review the annual short term and long-term strategies, goals and objectives and set the course for the next BIA year. Timelines and budgets are developed for the priority initiatives of the year through the Operational/Business Plan. The DMRBIA Strategic Plan is clearly separated into three key areas: Beautification & Revitalization, Events & Marketing and Safety & Security. Through these three key volunteer Committees, each chaired by a member of the Board of Directors, many of the goals and objectives have been reached and in some instances exceeded.

From an operational perspective the 2008/2009 year has again been a very busy and successful year, with new member registrations, new projects started and previously initiated projects completed. We presented in excess of 30 different projects and events, participated in at least 7 festivals, continued our ongoing partnerships with approx. 15 community organizations and organized more projects specifically focused on family participation, encouraging people to spend time Downtown Maple Ridge.

We are receiving positive feedback from members and customers as they are noticing the improvements downtown. The sidewalks power-washed, regular graffiti cleanup, litter picked up daily, façade improvements in progress, Spirit Square completed and the list goes on.

Partnerships are the way of the present and future. The synergy created when we work together can have powerful results. The DMRBIA partnerships with the District of Maple Ridge, RCMP, Westridge Security,

ICBC, Bylaws, Community Policing, Economic Development, Tourism MR/PM, Chamber of Commerce, Parks & Leisure Services, Social Planning and Advisory Committee, Adopt-A-Block and many more, have continued to strengthen relationships with all stakeholders.

Thank You to those members who participated in any of our numerous projects over the year, including the new 3/50 Challenge, Halloween promotions, Treasure Hunt, Shop Local advertising campaign, Festival of Trees in the Park, Window Decorating events etc. Additional also numerous community groups have contributed to the success of, for instance the Santa Parade, Pumpkin Pageant, Heritage Days, Turning Wheels for Holiday Meals etc. Without all of you, these events would not be possible.

Given the vast variety and amount of work the DMRBIA attempts to complete in a year, our three committees are developed to streamline the process and produce the best results. Additionally, throughout 2008/09, the DMRBIA was represented on numerous other community organizations & committees: Haney Farmers Market, MR/PM Arts Council, Spirit of BC community committee, Heritage Day Festival, Caribbean Festival, MR/PM Tourism, Community Policing, Spirit Square, to name just a few.

Looking forward, the Association will be asking the District of Maple Ridge in the very near future, to approve its mandate for the next five (or possibly ten) year term starting in 2012. The mandate will be based on a solid business plan and budget, supported by the DMRBIA membership, that will support growth of new and existing programs to benefit our entire BIA Area. I am confident that with the continuing dedication of our board and increasing member participation, the DMRBIA will continue to grow and can look forward to an even more successful future.

A handwritten signature in black ink, appearing to read 'I Boekhorst'.

Respectfully Submitted,
Ineke Boekhorst, Executive Director

People of the BIA: Board of Directors



2008 Executive Committee

Ernie Beaudin – President (Downtown Property Manager and Developer)
Tammy Diniz – Vice President (Business Owner, Benjamin Moore)
Rob Gagne - Secretary/Treasurer (Downtown Business Owner, Let the Games Begin)

2008 Directors

Racine Barbour (Property Manager Haney Place Mall)
Bob Jones (Downtown Property Owner and Manager)
Peggy Logue (Downtown Business Owner, Garden Hill Funeral Services)
Gord McBeath (Downtown Business Manager, Haney Builders)
Tom Meier (Downtown Business Owner, Johnston Meier)
Nancy Olson (Downtown property Owner)



The DMRBIA wishes to express, on behalf of President Ernie Beaudin and the continuing Board of Directors, its appreciation for the valuable contribution in time and talent of the following outgoing Board Members: Peggy Logue, Gord McBeath, Tom Meier and Nancy Olson.

BIA Staff

Executive Director

Ineke Boekhorst

Core Area Patrol Members

Hilda Nikal
Shelby Milburn

Summer Student

Kelsea O'Connor



From left: Hilda, Ineke, Kelsea, Shelby



Outstanding Member Award

At the 2009 AGM, the Chairs of the Events & Marketing and Beautification & Revitalization Committees will thank and present this award to the member who has put effort into the Association far above and beyond the call of duty. **Chrislana Gregory** has been a pivotal member since the BIA started in 2006. We thank her for her valuable contributions in the past year on these two Committees and name her the *Outstanding Member* of 2009.

Accomplishments of the Year



Since its inception, the DMRBIA has advocated for business and property owners on economic development, environmental and social issues. In this current year, the BIA has continued the effort through beautification projects, ongoing great promotional events for businesses, marketing the economic potential of the downtown to many and supporting BIA members in any way it could with the end goal to make downtown Maple Ridge *the place to be*.

Following are some of the key accomplishments achieved by the three BIA Committees:

Events & Marketing

Weekends Downtown Maple Ridge
3/50 Project (Shop Local)
Win Your Purchase Campaign
Monthly 5x5 Member Evenings
BIA Map and Business Directory
Downtown Coupon Book
Festival of Trees in the Park
Turning Wheels for Holiday Meals

Beautification & Revitalization

Façade Improvement Program
Our Spirit Our Town Project
Annual Sparkle Week
Sidewalk Cleaning Program
Litter Cleanup Program
Partnership on “Spirit Banners”
City Sidewalk Trees Trimmed

Safety & Security

Mobile Security Patrols
CAP Team (Core Area Patrol)
Stolen Vehicle Recovery Program
RCMP Satisfaction Survey
Auto-Crime Prevention Taskforce

In addition to the activities above which had great outcomes this past year, the Committees are further involved in numerous other campaigns and projects. The following are equally important tasks, some began in previous years and continue, and some have been reinvented or developed this year:

Events & Marketing

Website updating and development
Painted Pumpkin Pageant
Monthly “Shop Local” Newspaper
Treasure & Easter Egg Hunts
Sponsoring Events; eg; Caribbean Festival, Haney Farmers Market and the Economic Summit
Downtown “Branding Alignment” in partnership with the District
Speaker’s Educational Series
Logos and Promotional Materials
Visitor’s Choice Book Project

Beautification & Revitalization

Spirit Square (with District)
Purchase of “Shooting Stars”
Holiday decoration on Dewdney
Graffiti Removal Program
Retail Window Display Initiatives
Mural Program
Gateway Banner Project

Safety & Security

Good Neighbour Agreement in place with the “Caring Place”
Downtown “CrimeWatch”
Property Trespass Program



Opportunity is missed by most people because it is dressed in overalls and looks like work. Thomas Edison

Initiatives of the DMRBIA



PUBLIC SPACES

Each week this year, dating back to its launch in September 2007, the red and black uniformed Core Area Patrol (CAP Team) has worked tirelessly to make downtown friendly, inviting and easier to get around. Not just a source of information for visitors and locals alike, through a partnership with ICBC, the CAP team issued close to 10,000 vehicle "Crime Prevention Notices," reminding residents and visitors to downtown about the importance of keeping parked vehicles locked and clear of valuables. This campaign operates in cooperation with ICBC and the RCMP, in an effort to reduce the chance of being a victim of auto crime. Palm pilots assist the CAP Team with the Stolen Automobile Recovery program (SAR); 4 stolen vehicles were identified and recovered by the efforts of the CAP Team.

Your CAP Team can be found anywhere in the BIA area, Monday to Friday, 10:30 – 5:30. Sometimes assisted by volunteers from Youth Diversion, Probation or other groups, taking care of graffiti and litter, delivering BIA flyers, posters, newsletters, and assisting shoppers to their cars or providing information.

Say "hello" to Hilda and Shelby when you meet them.



Some CAP Team statistics...

CAP Team Statistics

The following are average monthly numbers for the CAP Team, Clean Team and Westridge Security patrol.

| Activity | Graffiti Removed | Street Garbage Picked-up | Volunteered Hours* | License Plates checked (SAR) | Crime Prevention Notices Issued | Security Incidents Handled |
|-------------|------------------|--------------------------|--------------------|------------------------------|---------------------------------|----------------------------|
| Monthly Avg | 28 | 17 bags | 35 | 2646 | 829 | 414 |

* Volunteers are from various community groups, local, national and international.

COMMUNICATION

Throughout 2008/09, the DMRBIA provided a strong presence in the downtown area, and put special attention into ensuring individual members were informed of the exciting campaigns and projects happening.

Regular coverage in the local newspapers (via BIA press releases), newspaper advertisements, printed materials mailed out through Canada Post and/or email, flyers hand-delivered by the CAP Team to individual member businesses and, of course any details are always easy to find on our often updated website. All these forms of communication help create increased awareness of the DMRBIA, its member businesses and BIA initiatives. Association members are also kept apprised of happenings through an annual newsletter, email notices, monthly 5x5 networking events and personal face-to-face visits.

PARTNERSHIPS

Partnerships are very important in leveraging DMRBIA investments and achieving our many goals. We work closely with many local and regional partners, including District of Maple Ridge, The RCMP and Community Policing, Chamber of Commerce, MR/PM Tourism, MR/PM Arts Council, Spirit of BC Community Committee, Social Planning and Advisory Committee, Haney Farmers Market Society, Parks & Leisure Services, and the Maple Ridge Economic Development Office.

Benefits to the Community



The DMRBIA is part of a vibrant movement towards downtown revitalization taking place in cities around the world. In North America, downtown communities are enjoying a rediscovery and rebuilding of interest by citizens as they look for central spaces to interact with one another that can be categorized as vibrant, creative places. A movement is in foot for living and working in proximity allowing citizens to walk more and drive less. Currently there are more than 1,400 BIAs across North America with more than 60 in the province of British Columbia alone. These associations continue to build and enhance their BIA areas through initiatives in areas of cleanliness, safety, security, business development, promotions and event promotion, among many other projects and campaigns.

Property & Business owners, the District of Maple Ridge, and other stakeholders have and will continue to benefit from the activities of the DMRBIA including:

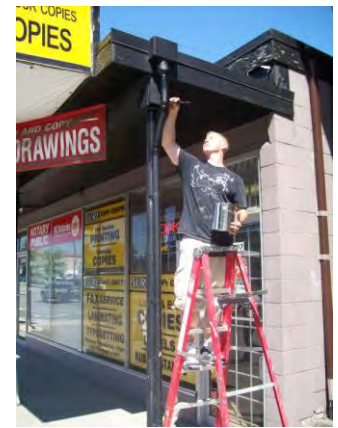
- 1. Coordinated Efforts** – Working together, everyone is able to achieve more than working alone. Whether it be addressing street issues, managing growth and development, or managing special events to increase visitors to the core, the efforts of the Association, its membership, and stakeholders has a dramatic impact in the community.
- 2. Sustainable Funding** – Through a five year mandate, the BIA structure allows the Association to plan and execute multi-year programs. This has allowed the expansion of programs from ad hoc or seasonal to annual programs through a mix of core funding and leveraged dollars from local government and sometimes corporate sources.
- 3. Self Reliance** – The BIA structure provides both the structure and mechanism for the Association to identify useful Downtown projects and allocate money towards those projects. Businesses benefit from the whole area coming together to leverage its resources versus each business trying to work independently.
- 4. Strong Public Image** – The activities and commitment of the Association to improve the BIA area through stewardship raises the profile of the downtown and creates an image of a “cared for” area in the community.
- 5. Community Health** – The health of an entire community can be measured by the success of its downtown. A strong and vibrant downtown, the heart of any community regardless of size, enhances the image and economy of the entire community.
- 6. Member Involvement** – Members can and should play active roles in the Association sub-committees like:

- **Safety & Security** (public safety, crime prevention, security patrols). Monthly meetings every 2nd Tuesday;
- **Beautification** (street furniture, public art, banners, flower baskets, etc) & **Revitalization** (core planning, sidewalks, garbage dumpsters, Gateway project, Façade Improvement Project);
- **Events** (sponsorship, envisioning) & **Marketing** (“Shop Local”, seasonal promotion, 5x5 meet and greet, website, 3/50 Challenge, member registration, etc).



If you would like to become more involved, call Ineke at the DMRBIA office: 604-467-2420, or visit us at our office located at 22362 Lougheed Highway (just west of Fuller Watson). The DMRBIA is grateful for all types of service, from folding and stapling to spearheading a new marketing campaign. The more members that become involved, the greater the benefit will be for everyone.

BIA In Action



Events & Marketing Committee



The Events & Marketing Committee had an exciting year in 2009 with many projects and programs launched, improved and expanded. The Committee comprised of members Lynn Good (Good Company Home & Gifts), Linda Dodd (Lava Dining & Lounge), Ineke Boekhorst (BIA Executive Director), Chrislana Gregory (Co-Chair, Property Owner) and Nancy Olson (Co-Chair, BIA Board). Now in the third year of our programs, we have repeated a number of ideas from previous years while making improvements based on feedback and input from members.

The “Trees in the Park” decorating contest was such a success that we are bringing it back to Memorial Peace Park again this Christmas season. Three festivals have applied for BIA sponsorship. We selected events partially based on their capability to attract people to the downtown area. Our goal is to promote events, which enhance downtown activity to benefit the businesses. This year we have sponsored the Christmas Festival / Santa Claus Parade, the Caribbean Festival and the Haney Farmers Market. Each of these events draws in large numbers of people to the community, and are popular among BIA members.

The monthly networking social, “Five by Five” which invites our members together to discuss issues and learn about the BIA and its current projects, continues to be a successful event. We encourage you to attend!

The Shop Local monthly newspaper advertising campaign is ongoing and open to all members. Our ads are currently running in the Maple Ridge Times as a two page full colour spread. The advertising campaign was interrupted for a couple of months, due to allocation of manpower to the production of the Coupon Book and Business Directory. Over the summer month’s, members were more interested in participating in these new features. Three editions of Coupon Books and Map/Directories were produced and distributed to local events (Disability Games, Mainstage, Police & Fire Games, Caribbean Festival, Music on the Wharf), and also made available at the Chamber of Commerce, Tourist Information and the Economic Development offices.

The new and exciting 3/50 Challenge, a very simple “Shop where you Live” concept, is now underway. It encourages the public to find three new shops and spend \$50 monthly in the community. This challenge replaces last year’s “Win Your Purchase” contest and promises to be very successful. Much work is done behind the scenes including writing articles for the website (www.DowntownMapleRidge.ca), liaising with local newspapers and Municipal staff, and developing marketing and promotional materials. In 2009, we worked in partnership with MR/PM Tourism and District of Maple Ridge to develop the “Discover Weekends in Downtown Maple Ridge” social media campaign, which won us an award! In partnership with Tourism MR/PM, we participated in the “Visitors’ Choice Map Booklet” publication for 2009. And finally, with the Maple Ridge Economic Development Office, we are participating this the Maple Ridge Economic Summit, October 2009.

We have contracted with “Synergist Communications” to guide us through a “Branding Alignment” process and ultimately create a suitable brand for Downtown Maple Ridge. This is a new project, but already very exciting.

We introduced fun and interactive events to better involve the public, and attract customers to our member businesses. An Easter Egg Hunt in the spring and Treasure Hunt this summer, were quite successful with many businesses hiding Easter Eggs and beach balls within their business. We have partnered with the A.C.T. for the Halloween Painted Pumpkin Pageant (October 26) where people of all ages participate. We also introduced a “Scarecrow Extravaganza” this year and the CAP Team will take FREE pictures of kids in Halloween costume on Saturday October 31. We encourage retail businesses to dress up their window displays, change themes based on the season and/or for festivals and events. Prizes are given to participants and we have had positive feedback from this project.

“Turning Wheels for Holiday Meals” returns in December, raising awareness and in support of the Friends in Need Food Bank. Members of the BIA are asked to peddle a stationary bike alongside BIA members, Municipal Councilors, District staff and the public for about 20 minute shifts. The event will be take place in Haney Place Mall. Please sign up and join us for this great cause.

We look forward to continued success with these events and projects. The committee is dedicated to helping improve the profile of downtown Maple Ridge so all the businesses can prosper.

Respectfully submitted,
Nancy Olson, Chair

Beautification & Revitalization Committee

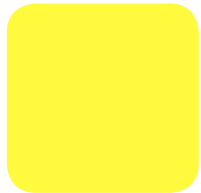
The past year has seen the Beautification & Revitalization Committee promote a clean downtown, contribute to an attractive downtown streetscape, and work with the District by providing input on, and developing initiatives aimed at refreshing our downtown. The Committee members are Ineke Boekhorst (DMRBIA Executive Director), Angela MacDonald (Chiropractor), Tammy Diniz (Chair, Benjamin Moore Paints), and Chrislana Gregory (Co-Chair, Property Owner).

- The third annual “Sparkle Week,” held in July, saw businesses “sweep-polish-shine” store fronts and window displays. Prizes were given for “Curb Appeal” and “Best Window”. Interest has grown, participation doubled from last year. In conjunction with Sparkle Week, we presented our First Annual Sidewalk Powerwash Project. Over a period of approximately two months all sidewalks in the BIA area were powerwashed; what a difference! This project was co-sponsored by the District of Maple Ridge and was a significant task within the “Our Spirit our Town” initiative; a partnership between District of MR, Chamber and DMRBIA.
- The Graffiti Removal Program has been utilized by many members, whereby any DMRBIA member needing graffiti removal simply provides the paint and the DMRBIA Clean Team provides the free labour.
- Gateway Project – To mark the entrances of “Downtown,” Gateway lampposts have been placed on Lougheed Hwy (approx. 222nd and 228th Str.) Colourful seasonal banners will be hung from the poles in the near future, welcoming visitors to our Downtown.
- The Façade Improvement Program – probably the B&R Committees’ most exciting program this year. It is designed to encourage property owners and tenants to redesign, renovate or restore the exterior of their building by improving doors, windows, awnings, signage, lighting, exterior surfaces, false fronts, moldings, trim, architectural details, patio areas, landscaping elements and painting. The DMRBIA provided grants for a portion of the cost of eligible improvements to 10 successful applicants. See before/after photos on the following page for Gingerly Designs, located on 227th Street, one of the five completed projects.
- The “Spirit Square” project, a beautiful enhancement of Memorial Peace Park and part of 224th is complete. The DMRBIA acted as an important voice for the business community in the planning of this significant improvement. The official opening took place July 12th, during the Caribbean Festival and first day of the Haney Farmers’ Market.

Submitted by Tammy Diniz and Chrislana Gregory, Committee Co-chairs



Facade Improvement Project:
Gingerly Designs, 227th Avenue
Before project (left)
During (below-left), and
After completion (below).



Safety & Security Committee

This year has been interesting in the Downtown. We continued to work closely with Westridge Security. Westridge provides daily security patrols to try and prevent problems for business and property owners. Patrols move along undesirable people that could cause problems, such as assault, robbery or defacing property.

The RCMP has their own problems with staffing shortages; their inability to attend to every single occurrence, is covered to some degree by Westridge patrols.

With the opening of the Golden Ears Bridge our prostitution problem increased. The decision by the City of Vancouver to move undesirable people out to the suburbs, will make 2009/10 an even bigger challenge. But a challenge that must be met "HEAD-ON"!

We appreciate the financial grants received from the District of Maple Ridge to assist with extra security patrols.

Working with Bylaws has moved forward with the hiring of Derrick Keist. He has been a valuable asset and we will seek his assistance again throughout next year.

We appreciate the contribution of Gord McBeath and Bob Masse as committee volunteers.

Bob Jones & Tom Meier
Co-Chairs Safety & Security Committee

Financial Report

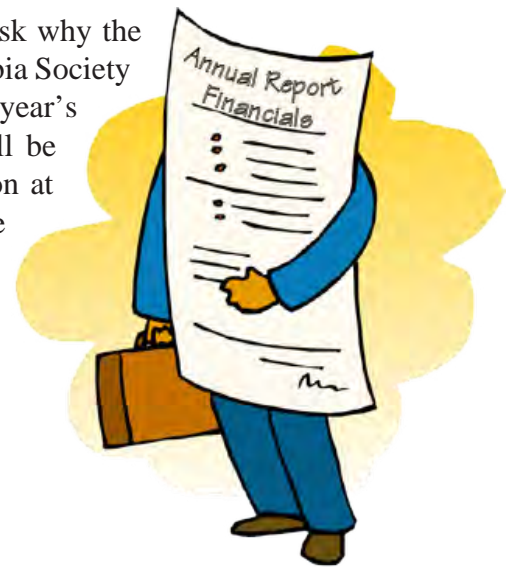


Message from the Treasurer

I must begin my message by stating I started on the board this year, and took on the role as treasurer. My information here is obtained from our financial records of the previous year, and discussions with Ineke and Mr. Beaudin. The BIA's second year started on a strong footing with planned funds carried over from 2007 for 2008 projects, namely the Gateway Project (then delayed until 2009). Additional funding of \$50,000 was obtained from the District of Maple Ridge earmarked for our security patrols. These funds were well used, and greatly needed to fund the program throughout 2008. We obtained our core funding from the levy in two installments. The mill rate for the BIA levy is currently .53983 per \$1,000. Core or levy funding in 2008 was \$153,000.

Being a new and non-profit organization, it is not possible to compare financials to previous years, or determine financial growth. Firstly, year one was only partially "in operation" mode, and the funding we obtain is fixed by District bylaws, at least for the first 5 years. However, the budgets were planned and managed very well during the year, and all operations came in under budget, within reason. This puts in a great financial position heading into the current year (2009). Funds for B&R and S&S were reserved to be used in 2009 anticipating a decrease in funding due to the economic expectations, and the 2009 Facade and Gateway projects.

The DMRBIA is in great financial health, for 2008 that is. You may ask why the year ending 2008 is being reported in this Annual Report. British Columbia Society Law requires the membership to review and approve the past "complete" year's financial information. As 2009 is not yet complete, those records will be provided at the next AGM. Members may review the financial position at any time during the year, with a written request to the Secretary of the Society, delivered to the office. We recognize this gap between current information and the legal requirements, and current financial statements will be made available at the AGM for member review.



Rob Gagne, Secretary/Treasurer

On the following page, you will find the year end financial statements. In this Annual Report, we do not include the entire financial details. Those may be reviewed by any member in good standing by making a written request to the Secretary of the Society.



Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.. Mary Kay Ash

Financial Statements



Statement of Financial Position

(For the year ended December 31, 2008)

| | | |
|---------------------------------------|--------|---------------|
| ASSETS | | |
| Chequing/Savings Account | 85,186 | |
| Accounts Receivable | 3,312 | |
| Prepaid expenses | 768 | |
| Equipment | 1,375 | |
| TOTAL Assets | | 90,641 |
| LIABILITIES & EQUITY | | |
| Accounts Payable | 15,540 | |
| Net assets | 75,101 | |
| TOTAL Liabilities & Equity | | 90,641 |

Statement of Income

(For the year ended December 31, 2008)

| | | |
|---------------------------------|---------|----------------|
| Income | | |
| BIA levy | 153,000 | |
| Grants | 50,000 | |
| Donations in kind | 1,849 | |
| TOTAL Income | | 204,849 |
| Expenses | | |
| Administration | 73,685 | |
| Beautification & Revitalization | 7,840 | |
| Events & Marketing | 10,962 | |
| Safety & Security | 87,144 | |
| Core Area Patrol | 19,075 | |
| TOTAL Expenses | | 198,706 |
| NET INCOME | | 6,143 |

What does this all mean?

Financial reports can be dry reading for sure. Nonetheless, you should be at least a little familiar with how your funds are being used.

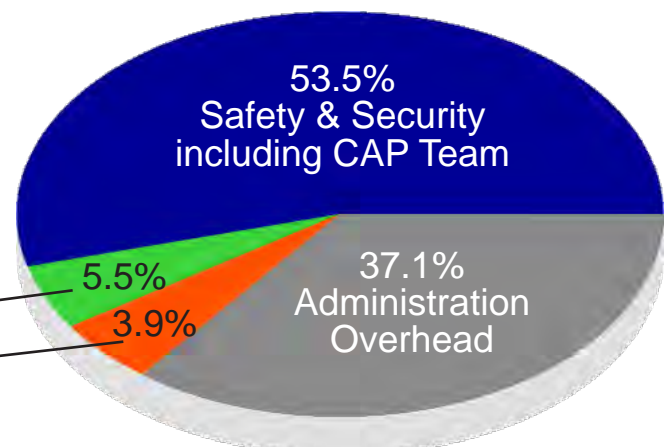
At the top, income should be easy to understand. That's how much money the BIA received in 2008, mainly from the levy. A quarter or so from the District Grant for the security patrols, and change from other activities.

Listed below are the summarized expenses for the year, broken down by Committee. While we are not showing the budgets, as noted earlier, all were within the bounds for the year.

E&M and B&R had the least expenses in 2008, S&S being the largest and the cost to operate the association a little under that. Operating costs are fairly rigid, as you cannot have half an office or half an employee and be efficient in what we do. The Administrative expenses reflect a reasonable minimum overhead.

Full detailed financial statements are available to all members during the Annual General Meeting, as well as by request at the DMRBIA office

CHART OF EXPENSES
Events & Marketing
Beautification & Revitalization



Nominating Committee Report

The Nomination Committee's responsibility is to determine pending Board vacancies, interview potential candidates and recommend a slate to the Board 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 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 and/or property owner within the DMRBIA area. The Nominating Committee has interviewed and considered a number of persons, and recommends the following slate of nominees for election as Directors for the DMRBIA 2009-2010:

TAMMY DINIZ – Beautification & Revitalization Committee* (Business Owner, Benjamin Moore)

I have been a Maple Ridge resident since 1994 and a local business owner since 2000. I have a young family which keeps me busy in my community. I enjoy being a Maple Ridge resident, and through being a part of the DMRBIA, I have been able to experience what downtown Maple Ridge has to offer personally as well as commercially. I have seen positive changes in the Downtown Core. I believe the residents are noticing the hard work that the DMRBIA is doing and I look forward to serving the community on this board for another 2 years. I expect we will see more positive changes..

ANIL BHARWANI (Realtor, Remax)

Mr. Bharwani began his professional career in England, where he emigrated after completing his University Education in Arts, Economics and Political Science. In the mid-seventies he moved to Calgary to take a position with Husky Energy dealing with Husky's many owner operators. In 1980, he decided to 'cross the street' and become an owner operator himself so that he could put his extensive operational knowledge to work on building his own family's business. Over the next 25 years Anil and his wife Zulekha operated a number of Husky gas stations and Corner Stores. In 2006 Anil decided to apply his knowledge, skills and energy to a career in Real Estate, as part of the Re/Max Ridge Meadows Realty team. He has been an active member of Rotary in the communities that he has lived in, in addition to lending his experience, time and money to numerous other organizations. Anil has been the past Treasurer for 2 yrs, and President and Chair for 7 yrs of the Meadowridge School and has closely worked with the organizers of the Law Enforcement Torch Run raising money for the BC Special Olympics. Anil and his wife Zulekha recognize the importance of giving back to the community that has so generously provided them with a living.

LINDA DODD (Lava Dining & Lounge)

Mrs. Dodd has served on the Events & Marketing Committee of the DMRBIA during the last year. Linda Dodd has lived in Maple Ridge since 2001 and, along with husband Jeremy Dodd, owns the Lava Dining & Lounge, downtown on Dewdney Trunk Road on Dewdney Trunk Road. Linda also works as Operations Manager of Able Auctions, another family owned business.

DEDDY GEESE (Hagens Travel)

Mr. Geese moved to Maple Ridge in 1975. He opened Hagens Travel & Cruises in April of 1975 on 224th Street (formerly known as Alouette Travel). Deddy has served 5 years on the board of the Chamber of Commerce in the early 80s, was elected chairperson of the Mountain Festival for a 3 year term when it was a 10 day festival (80s), worked in the media relation office at the 1986 BC Summer Games and was the President of the Meadow Ridge Rotary Club in 1991. He is a member of the Kiwanis Club and Cofounder and currently an active member of the Caribbean Festival Society.

* Current Director standing for re-election

Respectfully submitted by the Nominating Committee:
Racine Barbour, Bob Jones and Peggy Logue

Continuing Directors



The following Directors are currently going into the second of two year terms:

RACINE BARBOUR (Manager, Haney Place Mall)

While I stepped away from being President last year, I remain very active in this community, and remain on the BIA board to offer my experience and knowledge of the community. Going on 35 year in Maple Ridge, I fully support this community. I serve as Commissioner with the Maple Ridge Economic Advisory Commission; Member of the Haney Central Community Policing Committee and the Downtown Property Owners' Association. As we reach the half way point in the BIA's five year initial mandate, we must look forward, not just 2½ years, but beyond. Business does not operate today only, it endures and needs people that can plan for that. The BIA is a valuable organization in downtown, and the board and staff have all provided excellent leadership.

ERNIE BEAUDIN – President (Downtown Landlord & Developer)

This year as President of the Association has been busy for me. As a volunteer job, it has taken much more time than I anticipated, but I believe this organization needs the guidance and leadership to ensure it's full steam ahead in improving downtown Maple Ridge. Through the businesses I work with, we have over 20 years experience in the community including, developing, building and managing housing. I look forward to the future in the BIA, 2010 should bring many changes, before and after the Olympics. The BIA will again strive to do more than it has resources for, though I am pleased to see the resources at hand are increasing as more members get involved.

ROB GAGNE – Secretary/Treasurer (Business Owner, Let the Games Begin)

It has been a year of change, starting with joining the BIA Board last year. I moved houses, and relocated my business this year. The BIA has taken up some time, but being the Treasurer has been a great experience for me. Running my business, Let the Games Begin, gives me limited freedom, but enough to tackle the duties of the role. With great support from our accountant, and Executive Director, this year has gone quite smoothly.

BOB JONES - Safety & Security Committee (Downtown Property Owner and Manager)

This has been an interesting year with the new bridge, Spirit Square and the pressures of the Olympics. Growing up in Maple Ridge, I have seen many changes. The negative influence of some of the people that frequent our town is alarming. We will all have to pull together and try to make our town a better place. I'm proud of the accomplishments of all Committees, the dedication of our volunteers and the sacrifice the Directors make away from their business to serve the DMRBIA.



You have to put in many, many, many tiny efforts that nobody sees or appreciates before you achieve anything worthwhile. Brian Tracy

Retiring Board Members

The following Directors are departing the DMRBIA Board at this Annual General Meeting. On behalf of the membership, we would all like to express our thanks to these volunteers who have spent much time and effort into supporting this Association.

PEGGY LOGUE

My time on the Board of Directors has been a great experience working with a group of individuals dedicated to the improvement of this community. I hope I have served the membership well in between my busy work schedules. I leave the Board in good hands, and trust that the new members joining the Board will continue the good work that has been accomplished to date.

GORD MCBEATH

I am happy to have served on the Board for the past year, and am sad to resign after only one year. Various external forces limit my available time to focus on being a Director, and I would not feel comfortable holding the responsibility without being able to dedicate the suitable time to the cause. Ernie Beaudin and Tammy Diniz I am sure will continue to provide excellent leadership and steer this organization to new heights in the future.

TOM MEIER

I have worked in this community for many years and am a strong support of Maple Ridge. These two years serving on the BIA board has been busy with duties on the Board and the Safety & Security Committee. The next few years will be challenging for the BIA and downtown. The opening of the Golden Ears Bridge has already made noticeable changes to our community. Future development and population growth will further change the dynamics of the community. With the excellent leadership in the BIA has now, the new Board will be proactive and effective in dealing with any such challenge.

NANCY OLSON

It has been a pleasure serving on the BIA Board this year. I have gained respect and admiration for the volume of work done by all members of the Board and their various committees. Having worked in the downtown area for almost 20 years I have seen many changes. The BIA continues to prove its value for all the businesses in the area since its inception. The projects, events, and improvements managed by each committee have made significant improvements. Our family love Maple Ridge and will continue to participate in events and shop for all our goods and services in our city.



People never know each other until they have eaten a certain amount of salt together. Aristotle



*Deep Roots
Greater Heights*

October 16, 2009

Downtown Maple Ridge Business Improvement Association
22362 Lougheed Hwy
Maple Ridge BC V2X 2T4

Congratulations to the DMR BIA Board of Directors, Staff and membership for a very successful year! Developing strong relationships is at the core of any successful business. So, here at the District we're working hard to do our part in ensuring that the DMRBIA and its members thrive.

Once again this year we have enjoyed a solid working relationship with the DMRBIA including initiatives of note:

- Partnering on the Our Spirit... Our Town revitalization initiative including Spirit Square and the Façade improvement program
- Hosting a 5 X 5 event to introduce the new Mayor and Council
- Participation on the DMRBIA Marketing Committee
- "Maple Ridge Weekends" campaign helped build awareness of Downtown Maple Ridge
- We were pleased to provide our boardroom for your monthly Board meetings
- The BIA has a regular spot in my monthly column in the Business Fraser Valley publication
- the District is working with you as we complete 224 & Lougheed infrastructure upgrades

The District of Maple Ridge is working hard to be among the most sustainable communities in the world through our focus on economic, social and environmental sustainability. Our sustainability motto "Plan for Tomorrow – Live for Today" (PFT) reminds us that while we're enjoying the best that today has to offer, we are also building for generations to come.

We look forward to continuing to work with the DMRBIA to create a revitalized, vibrant Downtown Maple Ridge. Wishing you continued success!

Sandy Blue, Manager Economic Development
604-467-7319 sblue@mapleridge.ca
www.investmapleridge.ca



Chamber *of* Commerce

Maple Ridge Pitt Meadows

October 15, 2009

To whom it may concern,

It is with great pleasure that we, the Maple Ridge / Pitt Meadows Chamber of Commerce, provide the Maple Ridge Downtown Business Improvement Association with a letter of support for the work they achieved in 2009.

We have worked alongside the DMRBIA on numerous downtown events in 2009, including the Our Spirit... Our Town campaign, and through our members, have received positive feedback about the presence of the ambassadors and the new initiatives they have launched.

The MRBIA has proven to be a valuable resource for downtown businesses and we look forward to developing, marketing and supporting future events and campaigns with Ineke and her team.

Sincerely,

Dean Barbour
Executive Director

604-463-3366

22238 Lougheed Highway

Maple Ridge, BC V2X 2T2

www.ridgemeadowchamber.com

Chamber of the Year
2009 BC CHAMBER
OF COMMERCE 

Tuesday, October 20, 2009

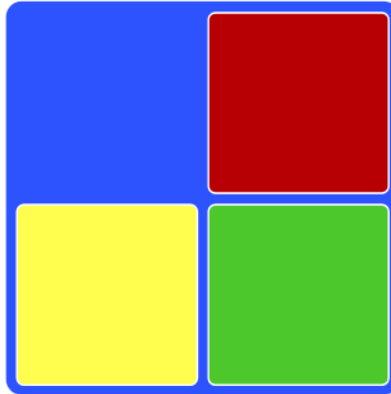
To whom it may concern:

As President of Westridge Security I am pleased to write this letter of reference for the Maple Ridge Business Improvement Association and Ineke Boekhorst. For the past three years the M.R.B.I.A has contracted our services to patrol the business community of Maple Ridge, our primary role is to disrupt and disperse illegal activity and to provide monthly statistical reports that document crime trends and movements of suspicious occurrences. We also provide extra services at a discounted rate for BIA members including alarm running, removal of vagrants and nightly mobile patrols. Since our first day working with the Maple Ridge B.I.A it has become very clear to see their dedication in both their work as well as the commitment to serve the community. One of the most impressive qualities we have seen working with the Maple Ridge B.I.A is their willingness to learn and adapt to constant change in the community. Ineke is well organized, efficient and extremely reliable and always open to constructive feedback which helps to maintain an excellent repore with the RCMP, District of Maple Ridge and the Business community. They constantly perform endlessly unconditionally, and have a strong desire to make change in our community, I believe they are a valuable asset to the community and the Business they come in contact with.

Sincerely,

John Griffiths, President
Westridge Security Ltd





Downtown Maple Ridge Business Improvement Association

22362 Lougheed Highway, Maple Ridge B.C.
Tel 604-467-2420
Fax 604-467-2421
<http://www.DowntownMapleRidge.ca>

We would accomplish many more things if we did not think of them as impossible.

Vince Lombardi (1913-1970)