



**UNAPPROVED**

**2019 Annual General Meeting Minutes (Fiscal year 2018)**

**Marda Loop BIA / Festival Society of Marda Loop**

**Monday, October 28, 2019**

**At Pubblico, 2018 – 33rd Avenue SW, Calgary, AB.**

<b>ATTENDANCE</b>	<b>Business / Affiliation</b>	<b>Notes</b>
Alejandro Orozco	Tres Marias	
Andrew Savage	Vitamins First	
Arash Pashakhani	Allure Hair Studio	
Aurora Orozco	Tres Marias	
Bernard Callebaut	Master Chocolat	
Brady Turner (Dr.)	Eye Gallery	
Charmain Chen	Marda Loop Braces	Board 2018-19
Chris Joyce	Annabelle's Kitchen	
Dan Faassen	Kricket's	
Daryl Drainville	Pubblico	
Doug Anderson	Associate Member/Past President	
Fadia	Roberto's	
Fay Beeksma	Nova Beauty Bar & Shangri-La Hair Design	
James Trofimuk (Dr.)	Optimum Dentistry	Board 2018-19
Jamie Stewart	Marda Loop Law Office	
Jan Bruni	Bruni Law	
Jasmine Rudakewich	ATB Financial	Board 2018-19
Javan Belancourt	Shangri-La Hair Design	
Julie Jeffery	DLC Elevation Mortgage	Board 2018-19
Lolly de Jonge	Marda Loop Brewing	
Margaret Hope	Associate Member	Board 2018-19
Mark MacGillivray	Edward Jones	
Mike Bruni	Bruni Law	Board 2018-19
Mike de Jonge	Marda Loop Brewing	Board 2018-19
Nicole Scheck	Roberto's	
Oscar Izquierdo	Studio Jewellers	Board 2018-19
Sean de Lima Thiel	Natural Way Chiropractic	
Shelley Anderson	Swish Salon	
Tagen Simpson	Forage	
Whitney Titheridge	Crabapple Clothing	Board 2018-19

**Staff and Support Attendees:**

Bob van Wegen, Executive Director

Dakota Kidby, Social Media Coordinator

Shannon McNally, Marda Gras Coordinator,

Karen Bray, AGM assistant and minute-taker

**Guests:** Michael Magnan (City of Calgary)

**Regrets:** Councillor Woolley

### **1. Call to order at 6:38 pm**

### **2. Introductions:**

Mike Bruni introduces himself, President and Chair, and reviews meeting logistics. Quorum is confirmed. Recognition of Shelley Anderson and gratitude of her service on the board. Introduction of Executive and Directors of the Board and a short introduction of other rate payers in attendance.

### **3. Agenda:**

**Mike Bruni moves to approve the agenda and Julie Jeffery seconds this. All in favour. Motion passed.**

### **4. Minutes from the last AGM:**

**Charmian makes a motion to approve the previous AGM minutes and Shelley seconds this. All in favour. Motion passed.**

### **5. About the BIA:**

Marda Loop BIA - founded in 1984 by local businesses (name was derived through a contest- *Marda* (historic theatre landmark) & *Loop* (references the old Street car/Trolley loop). Board is elected annually and decides on how finances will be spent in the area. The money is collected with Bia levy administered by the City. *Mission: To Promote, Improve and Enliven the area.*

### **6. 2018 Financials (Jasmine Rudakewich, Treasurer)**

There are two sets of Financials: Marda Loop BIA and the Festival Society of Marda Loop, which managed Marda Gras. Everyone that is a member of the BIA is also a member of the Society. We have audited financials for the BIA. A formal audit is not required for The Festival Society (our auditors did a Notice To Reader).

**Jasmine moves to adopt the Marda Loop BIA 2018 Audited Financials and Whitney seconds this. All are in favour, motion passed.**

**Jasmine makes a motion to accept the 2018 Financials for The Festival Society and Mike de Jonge seconds this. All are in favour. Motion passed.**

We have run Marda Gras through the Festival Society for the past two years. The intent was that the Society might be able to access other kinds of funding not available to the BIA. After a new analysis, the Board has decided that it is not beneficial to run Marda Gras through the Festival Society – unlikely to be worthwhile. Marda Gras will be returned to the BIA which will simplify processes and financials. The Festival Society will remain but on back-burner for now.

**Jasmine make a motion to reappoint Sihota Taylor to be the auditors for the Marda Loop BIA and Whitney second this. All are in favour and motion passed.**

We need to appoint 2 members of the Society to review and approve the 2019 Society financials per the Societies Act. **Jasmine makes a motion to have Shelley Anderson and Brady Turner be our reviewers and Dr. Sean seconds. All in favour. Motion passed.**

## 7. 2019 Update

Marda Gras revenue was lower than budgeted, expenses were also lower, and we have small surplus. For the Marda Loop BIA, we are on track to spend a bit less than was budgeted and have a small surplus.

### **Marda Gras: (Coordinator Shannon McNally)**

Shannon has been coordinating for 6 seasons; it is one of the longest running events as it has been going on for 35 years. 180 vendors, including 54 businesses from Marda Loop. Good Weather was rainy during set-up and impacted vendors, some didn't show up. Attendance was lower given the poor weather but still good. Sponsored advertising with Global/CORUS and content on social media that went well. Discussion. Working towards making it more interactive for families and aspire to more of a vendor mix, artisan and mixed goods, entertainment. Pet pageant is very popular. Looking for community partners for sponsorship. Suggestion of a digital scavenger hunt is recommended for next festival.

### **Marketing and Events Highlights**

Media partnership with Avenue Magazine in 2019 will likely continue with some changes for 2020. Beakerhead - had tentacles on top of Global Pet Foods which was fun, but not same level of involvement as the year before. Given the commitment, not planning to do Beakerhead in 2020 and looking for other opportunities (e.g. murals, other public art). Easter's Egg Fest was a hit, and Light up the Loop is fast approaching. Looking for other opportunities. Coffee networking events (2 last year) hosted by Julie and we are looking to do more this coming year. continued growing relations with the Marda Loop Community Association (member discount program), cSpace and other neighbours.

Streetscape: We secured a dozen more planters (at no capital cost) which we put out on more barren stretches of sidewalk. Increased maintenance cost. Near Here chalkboard by Blush Lane was well used. L

### **Social Media (Coordinator Dakota Kidby)**

Dakota talks about analytics and plans for Social Media. 2019 was focused on member engagement and business features. Working on Public Engagement- revamped Instagram. We have improved engagement and reach. Looking for more advertisement spending for 2020 as algorithms becoming more problematic. Looking for more video content and giveaways. Also offering social media tips at coffee networking meetings. There were comments and questions related to adding and correcting business info on Google/Google Earth. Interest also in workshops for businesses on social media and aspects of marketing, and extent of the BIA's social media services.

### **Public Policy and Development**

**Main Streets** plan developed and approved last year but Marda Loop had to fight to secure implementation funding in current 4-year budget cycle. Working with other BIAs, developers and communities (AIMS) secured an additional 30 million for main streets programs (including about 8 million for Marda Loop). Looking forward to detailed design work in 2020 and partial implementation in 2021. **Parking management.** Mix of parking rules in the business district, some streets with no rules at all. Frustrations with construction workers parking all day Improved Transit - SW Bus Rapid Transit will be stopping at the top of 33rd (Marda Loop Station) and other transit routes will be realigned so Marda Loop will get improved transit service. **Tax shift** issue is being addressed in collaboration with other BIAs.

## **8. 2020 Planning**

Strategic Planning (and follow-through) is a high priority. Re-focus marketing and events, more resources into direct advertising, market research. Streetscape improvements. More services for BIA members (e.g. looking into area gift cards), more networking opportunities. Re. streetscape could tap into reserves for capital improvements if right opportunity. Beltline Urban Mural Project as possible partner. Continue public policy/investment efforts to improve Marda Loop.

## **Summary 2020 Budget**

No change in BIA Levy for 2020 and roughly the same amount is projected to be spent for upcoming year. Re-focus marketing spending. Increased spending on planters because we have doubled the number of planters. Main change is the re-integration of Marda Gras to the BIA budget – budgeting Marda Gras to break even. Minimal spending on Society matters.

## **9. Board Elections**

E.D. Bob van Wegen oversaw the elections for the Boards of the BIA and Festival Society. There are 10 positions: 3 continuing members – Jasmine Rudakewich, Charmian Chen and Mike de Jonge; 4 ratepayer members seeking re-election – Mike Bruni, Julie Jeffery, Whitney Titheridge, James Trofimuk; plus 1 new candidate, Tagan Simpson from Forage. Nominations from the floor were called for and 2 members stood from the floor: Mark MacGillivray and Nicole Scheck.

**Dr. Sean de Lima Thiel seconded the names put forward. With no objection this list was acclaimed as the new board for 2019-2020.**

Thanks to Doug Anderson and Margaret Hope who were ready to stand for the board as Associate Members if the 10 board positions had not been filled by ratepayers.

**Julie makes a motion to adjourn and Lolly seconds. All in favour. Motion passed.**

## **10. Adjournment at 8:03 pm**

Mike Bruni thanks the newly-opened Pubblico Italian Kitchen for hosting and Doug Anderson for helping with technical support.

Bob van Wegen gave a briefing on growth and changes in Marda Loop, followed by Michael Magnan from The City of Calgary Mainstreets on the streetscape plan.