



## MINUTES

### Annual General Meeting of the Marda Loop BIA and Festival Society of Marda Loop

#### 2019 Fiscal Year

Monday, November 16, 2020 – via ZOOM

#### **Board attendees:**

Mike Bruni (Chair) – Bruni Law  
Mike De Jonge – Marda Loop Brewing  
Josh Reed – Pacific Poke  
Shawn McDonald – Springbank Cheese  
Tagen Sedin – Forage  
Whitney Titheridge (Vice Chair) – Crabapple Clothing  
(Board Regrets: Nova Kane; retiring board members Charmian Chen, Mark MacGillivray)

#### **Members at large:**

Amanda Bruni – Bruni Law  
Brady Turner – Eye Gallery  
Doug Anderson – Ballistic Echo  
James Trofimuk – Garrison Woods Dentistry  
Laurie Freitas – Corner Cannabis  
Lolly de Jonge – Marda Loop Brewing Co.  
Nick Ossais - Marda Loop Barber Shop  
Raouf Aljafary – Ripe Tomato Pizza  
Shelley Anderson – Swish Salon  
Zep Molnar – Code Ninjas

#### **Staff and support:**

Bob van Wegen, Executive Director  
Margaret Hope, Minutes  
Dakota Kidby, Social Centric Inc. – Marketing Coordinator

1. **Call to order** – 6:35 pm
2. **Introductions & Comments from President:**
  - Mike noted the accomplishments of the BIA board and the crucial role BIA plays in the success of our community.
  - Mike expressed to attendees, business members and potential board members the essential role Bob van Wegen plays not only in our BIA but in association with other BIAs and the City. Bob's experience with city planning is invaluable and puts our BIA at an enviable advantage with that insight



- The President and the Board would like to thank all exiting Board members for their time and invaluable contributions to the direction of the Marda Loop BIA
  - Major accomplishments of the board were cited including assisting BIA members with navigating Government programs available, social media support to promote and assist in being successful during very hard times
  - In Memorandum: Marda Loop lost a long-time ambassador and businessperson with John Stoddart's passing (among other accomplishments, the building of Marda Loop Village). Our thoughts are with his family and friends.
  
  - Bob gave overview of role of BIAs and referred to "one pager" document.
3. **Approval of Agenda:**  
Whitney moves, Mike De Jonge seconds – Passed
4. **Approval of Minutes of previous Marda Loop AGM:**  
Shawn moves, Tegen seconds - Passed
5. **2019 Financials:**
- Treasurer Nova is travelling and unable to attend. She sends her regards.
  - Bob van Wegen reviewed and detailed financials of both Marda Loop BIA (MLBIA) and Festival Society of Marda Loop (FSML) for 2019.
  - MLBIA financials audited by CA Sihota Taylor have been submitted to the City of Calgary.
  - FSML financials were reviewed by society members Shelley Anderson and Brady Turner, appointed at last year's AGM as volunteer auditors.
  - Bob explained the original decision to form Society, largely for fundraising/Marda Gras purposes, and later decision to fold Marda Gras back into MLBIA, and the relationship between the BIA and FSML apparent in the financials.
  - In general, healthy bottom line/reserves.
  - A break-even Marda Gras similar to previous years
  - There were a couple of FSML questions:
    - Festival promo and events variance: concluded relationship with Beakerhead
    - 'Liabilities' is amount to repay BIA "borrowed when forming Society
  - **Motion to accept both sets of Financials.** Whitney moves, Tegan Seconds - Passed.
  - **Motion to re-appoint Sahota Taylor as MLBIA auditors** for fiscal 2020. Shelley moves, Raouf seconds - Passed.
  - **Motion to appoint** Brady Turner and Raouf Aljafary as volunteer auditors for the FSML for fiscal 2020 Whitney moves, Shawn seconds, passed.
6. **2020 Update**
- COVID required that many/most events be cancelled, and we pulled back on some other potential expenses due to uncertainty. Resulting in less expense overall.
  - Marda Gras sales were strong before we had to cancel. Some vendors opted for future credit over refund. Sunk costs for cancelled event were manageable.



- Increased social media and advertising costs.
- Overall, we expect a small surplus this year.
- A lot of effort into supporting businesses with information during covid.
- Much more collaboration with other BIAs during Covid, particularly advocating for business supports and information sharing. Stronger collective voice with City.

#### **Growth and Change**

- Marda Loop in relatively good standing; interest in establishing/relocating business here remains high. Increased business count from 148 – 158 despite some closures.
- 2020 has been very tough globally. Marda Loop is fortunate to be positioned within very loyal, growing residential areas that support BIA businesses
- Courtyard 33 project opening in 2021.
- Marda Loop Village has been sold to Co-op, likely will see development in 4-5 years
- Introduction of bus route #22 and Max Yellow, and the implementation of standard two-hour free parking throughout the BIA
- Mainstreet Program will update in the New Year with what investments will be made through that program to communities like ours

#### **7. 2021 Priorities and Objectives:**

- Mike B. explained process and need for a **Strategic Plan** and plans to re-visit and re-vamp given new COVID normal at January BIA Board Meeting. Recent changes in what can be done have created a crucial responsibility to respond and react. Ask: what is the value of the BIA to member businesses?
- In general, hope that 2021 is a more normal year. Focus on marketing/advertising, including events if possible. Market research and member research to help focus planning. Streetscape improvements such as murals (Main Streets work still pending). Continued advocacy on public issues and investments.

#### **8. Marketing Update**

Marketing consultant Dakota Kidby presented updates, reports and objectives for 2021

- Looking at local consumer data to assist ML-BIA initiatives
- Sharper look at analytics
- Look at pivoting negative impressions from lack of regular events to positive ideas
- Whitney: reminds importance of sharing in social media responsibility by sharing, tagging with #visitmardaloop

#### **9. 2021 Budget planning**

- Summary budget for 2021 was presented.
- Budget projections reflect very similar numbers to 2020 budget (“do-over”)
- No change in BIA levy (~10 year average by mill rate)
- Increased spending on marketing and advertising; budget for events (hopefully possible)



- Small draw on reserves for potential capital streetscape improvements, and to potential support Marda Gras and other operational priorities if necessary
- Big X-factor is Marda Gras. We will budget for Marda Gras 2021, size and scope uncertain, but board/ED will make decision as circumstances become more clear
- ML-BIA budget delivered to City in early December
- With no certainty of what is to come in 2021, the MLBIA is cautiously optimistic

#### 10. Elections:

- Marda Loop BIA has 10 Director Positions, per MLBIA Bylaws
- Board members are elected for a two-year term, staggered with fellow board members to ensure continuity
- Mid-term vacancies may be filled temporarily by the Board, we have had three such appointments: Nova Kane, Shawn McDonald, Josh Reed
- There are currently three Board Members continuing to their second year of their term: Mike Bruni, Whitney Titheridge, Tagen Simpson
- These persons are nominated for election to the seven available positions:
  - Nova Kane, ATB Financial
  - Mike de Jonge, Marda Loop Brewing
  - Shelley Anderson, Swish Salon
  - Josh Reed, Pacific Poke
  - Nick Ossais, Marda Loop Barbershop
  - Doug Anderson, Ballistic Echo
  - Shawn MacDonald, Springbank Cheese
- There were no more nominations for the board.
- **Motion** to accept nominees: Whitney moves, Tagen seconds, no dispute, no disagreement – Passed
- The nominees equal to the number of vacancies are elected.
- Encourage fellow business members to join a committee if not the Board and to get in touch with the BIA to get involved

#### 11. Adjournment:

- Any additions or concerns - none
- AGM adjourned at 8:01pm