



MINUTES

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

2020 Fiscal Year

Monday, November 15, 2021, at BIA Office in Marda Loop Church

Board Attendees:

MB – Mike Bruni (Pres.) , Bruni Law

WT – Whitney Titheridge (VP), Crabapple Clothing

SA – Shelley Anderson, Anderson and Co.

MdJ – Mike de Jonge, Marda Loop Brewing

NK – Nova Kane, ATB Financial

NO – Nick Ossais, Marda Loop Barber

Other Business Members:

Jan Bruni, Bruni Law

Lolly de Jonge, Marda Loop Brewing

Brady Turner, The Eye Gallery

Theuna de Waal, Arts Aquí

Cameron Fraser, Fraser & Fig

Javan Belancourt, Shangri-la Hair

Renée Fawcett, Naturalway Chiropractic

Staff and Support: BvW- Bob van Wegen, Executive Director
 MH – Margaret Hope, Minutes



1. **Call to order** – 6:47 pm
2. **Introductions & Comments from President Mike Bruni**
3. **Approval of Agenda**
 - **Motion:** MdJ moves, N.O. seconds – Passed
4. **Approval of Minutes of 2019 Marda Loop AGM:**
 - **Motion:** NK moves, SA seconds – no omissions or errors; Passed
 - Many thanks to outgoing board members Shawn McDonald, Josh Reed and Tegan Simpson for their efforts and contributions
5. **2021 Financials:**
 - Festival Society of Marda Loop**
 - Festival Society was set up for Marda Gras, but arrangement turned out to be not beneficial and was undone prior to 2020, with Marda Gras returning to the BIA.
 - We are keeping the Society intact, but it is inactive.
 - No revenue; costs related to unwinding the Marda Gras relationship (back to the BIA), bookkeeping, bank costs.
 - \$3820 balance at year end.
 - Thanks to Brady Turner of The Eye Gallery and Charmaine Chen of Marda Loop Braces for being our volunteer auditors
 - Marda Loop BIA**
 - Revenue was largely the BIA levy of 220K
 - Costs lower than expected because of inability to run events (COVID), resulting in surplus of 24K.
 - Major expenses were in in admin/management, marketing and events, streetscape maintenance.
 - Unrestricted net assets \$137K at the end of 2020
 - Financials Motions:**
 1. **MOTION** to accept Marda Loop BIA 2020 Financials; NK moves, BT seconds, all approve
 2. **MOTION** to accept Festival Society of Marda Loop Financials; NK moves, SA seconds, all approve
 3. **MOTION** to approve Sihota Taylor as auditors; NK moves, WT seconds, all approve
 4. **MOTION** to approve volunteer members Brady Turner and Charmaine Chen as Festival Society reviewers/auditors; NK moves, RF seconds, all approve
6. **2021 Update:**
 - President recognizes difficulties and positivity within our BIA
 - Especially recognizes Bob’s exceptional work in keeping community connected



- Newsletter was very helpful in keeping businesses informed, especially about support opportunities re. covid
- Thanks Board for all collaborative work
- ED Update:
 - \$10,000 grant from City of Calgary provided funding for market research (in attachments), which provided engaging data. Survey of members ongoing.
 - Same grant also supported “support local” style campaign around community (“Love the Loop”).
 - Development Committee and Streetscape had a busy year following up on development plans in the BIA area, and reviewing options and budgets for public art and streetscape improvements
 - BIA develops relationships with stakeholders, community associations, other BIAs, developers and realtors, maintaining a positive role in the community
 - Marda Loop continues to be attractive to new business
 - 20% increase in new business over five years
 - Currently 164 businesses opposed to 148 pre-COVID
 - Holding up well, local, loyal growing customer base
 - Marda Gras: Was approved to go ahead only in late June (due to covid restrictions) providing minimal time to produce. “Marda Gras Lite” scaled down event successful in numbers and close to break-even event
 - First Spook the Loop produced excellent engagement and participation
 - Expecting a modest surplus in the budget due to covid-related grants and good management of events like Marda Gras and others.

7. 2022 Look Ahead

- 2022 will see continued work on the Strategic Plan with new input from customer and business surveys
- Move to involve Marda Loop Heritage more prominently in our story
- Main Streets planning. 33rd Avenue will see disruptions as Streetscape related work is done; anticipated in Marketing and communications strategy
- Hope to return to holding more traditional events, keeping an eye out for grants from the City. Looking forward to:
 - Egg Fest (Easter)
 - Marda Gras: hoping to return to more normal event, but taking lessons from this year’s lite event
 - Night markets booked for July and September

Marketing update – Whitney Titheridge, marketing chair:

- Well-positioned to roll out 2022 Marketing Plan, flexible enough to see where the year takes us
- Past years have seen us able to ‘pivot’ and grow, good foothold to “Open Up” post-covid



- 2nd Annual Gift Guide: following last year's success, engagement from business is positive. Launching soon.
- 'Spirit of the Loop' will be a community wide shopping event
- Dakota's efforts in Digital advertising and Influencer engagement has been very effective both from businesses and the public
- President: special recognition to Whitney and all the efforts of Bob, Dakota, and Shannon McNally (Marda Gras)

8. **2022 Summary Budget – Nova Kane, Treasurer**

- See attached handout for all details (appended below)
- Similar budget to 2021
- No change in levy
- Levy rate lower than 10 year average expected (more businesses sharing cost)
- Break even Marda Gras projected
- More spending on Events & Promotions
- Potential spending on mitigating main streets construction
- Continue to monitor City grant opportunities
- Note: Levy was not charged in 2021 (City paid as a form of Covid relief for businesses), but billing will resume in 2022
- Healthy reserve that can partly be used for capital spending.
- Capital spending plan to be developed when main streets plan becomes clearer.

9. **Elections:** see bylaws

- Five board position vacancies
- Business Members putting names forward for Board appointment:
 - Paul Morrisette – Fresh Kitchen
 - Jeff Wade – Citizen Salon
 - Renée Fawcett – Naturalway Chiropractic
 - Whitney Titheridge – Crabapple
 - Paul Morisette – Fresh Kitchen
 - **MOTION:** to accept the candidates as elected, Cameron (Fraser and Fig) moves, Theuna (Arts Aqui) seconds, all approve

10. **Other Business:** none

11. **Adjourned** at 7:39 pm **MOTION** to adjourn: Mike dJ moves, Javan seconds, all approve

After adjournment there was a presentation by Bob including:

- Market Research Summary of visitors
- Update on Main Streets, and potential 34th Avenue changes
- Update on Growth and Change in the area



MARDA LOOP
where life connects

2022 Summary Budget		
REVENUE		
Marda Gras	Table Rentals	40,000
	Sponsorship	18,000
	Marda Gras revenue total	58,000
Levy and other BIA revenue	BIA Levy	220,000
	Grants (City – street maintenance)	7500
	Other (interest, etc.)	500
	Levy and other Revenue Total	228,500
Total Revenue and inputs		286,000
EXPENSES		
Operations and Management	Governance and planning, audit and bookkeeping, office supplies, insurance, admin. and support, etc.	22800
	Office and storage rental	8100
	Wages, Benefits and Remittances	96000
Total Operations		126,900
Marketing & Communications	Website	5000
	Social Media / Marketing Management	30000
	Advertising	8300
	Promotional Events	20000
Total Marketing and Communications		63300
Streetscape	Streetscape decoration	10000
	Street maintenance	10800
	Planters	17000
Total Streetscape		37800
Marda Gras Street Festival	All costs	58000
Total Marda Gras		58000
Total Expenses		286,000
Balance	Balance	0