



MARDA LOOP

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DRAFT MINUTES

2023 Annual General Meeting (Fiscal year 2022)
Marda Loop BIA and the Festival Society of Marda Loop

Monday, November 20, 2023, at Big Fish & Open Range, Marda Loop

	Name of Business	Persons Attending
Board	360 Brain Body	Steph Davis
Board	Anderson Hair Co.	Shelley Anderson
Board	ATB Financial	Nova Kane
	Big Fish & Open Range	Saravanan Senniappan
Board	BrokerCore / Ballistic Echo	Doug Anderson
Board	Bruni Law	Mike Bruni
	Bruni Law	Janice Bruni
Board	Fresh Kitchen	Paul Morisette
	Laura Brows	Christina Stang
	Laura Brows	Laura Frostad
	Little Bow Fibre Company	Michele Bowland
Board	Marda Loop Brewing	Mike de Jonge
	Slow Burn Books	Shannon MacNaughton
	Slow Burn Books	Nicola MacNaughton
	Tres Marias Mexican Food Market	Treasa
	Tres Marias Mexican Food Market	Jibin Varghese
	Urban Dogs	TR Turner
	Vitamins First	Andrew Savage
	Wild About Flowers Mardaloop Inc	Shyla Wever
Guest	Sugar Rush (Incoming business)	Carolyn Froese

Staff and Support: Bob van Wegen, Executive Director
Dakota Kidby, Social Centric Inc, Marketing Contractor
Shannon McNally, Marda Gras Contractor

Guests: Dylan Jones, City of Calgary Main Streets Business Liaison

Board regrets: Jonathan Green, Leonard Developments / Gardenia
Whitney Titheridge, Crabapple Clothing



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1. Call to order @ 6:37pm

2. Introductions and Opening Comments

- Bob VW provided background of the Marda Loop BIA including history, mission, activities, etc.
- Mike B spoke about the committees, what they are and who's on them.

3. Approval of the agenda

- Moved: Mike de Jonge
- Second: Shelley Anderson
- Approved

4. Approval of Minutes of the 2022 AGM (Fiscal 2021)

- Moved: Paul Morissette
- Second: Stephanie Davis
- Approved

5. 2022 Financials

- Nova Kane spoke to the BIA financials. 2022 City grants were significant which included 'tail end' of COVID-related events grants. With a successful Marda Gras, the year ended in surplus; unrestricted net assets grew to \$185,000.
- Nova talked about the Festival Society and explained that it is currently inactive. Thank you to Charmian Chen of Marda Loop Braces and Dr. Brady Turner of the Eye Gallery, our volunteer auditors for the Festival Society books.

Approval of the 2022 Financials for the BIA

- Moved: Paul Morissette
- Second: Stephanie Davis
- Approved

Approval of the 2022 Financials for the Festival Society

- Moved: Shelley Anderson
- Second: Mike de Jonge
- Approved

Motion to enable the Board of Directors to appoint the Auditors

- Moved: Saravanan Senniappan
- Second: Stephanie Davis
- Approved



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6. 2023 Retrospective and Update

- Bob and Mike B. spoke to key items from the year including:
 - o Main Streets construction, how the BIA is trying to mitigate the impact through ongoing marketing and events to keep people coming to the neighbourhood.
 - o BIA expansion due to closeness of new business developments and the desire of those businesses to be part of BIA activities.
 - o Martel Block & Harrison projects
 - o Ongoing Marda Loop history project
 - o Ongoing implementation of strategic plan

7. 2024 Look Ahead

- Bob, Mike B. and Nova spoke to:
 - o Looking forward to completion of the Main Streets project
 - o Further investment in marketing to support businesses during construction then pivot to “grand re-opening.”
 - o Major update of strategic plan
 - o Brief mention of “West Elbow” planning process
 - o Main streets infrastructure: planters, banners, public art, lighting – beautification. Planning and spending by the BIA on some items.

8. 2023 Budget Update

- Nova spoke to:
 - o 20K grant from City for BIA activities to mitigate construction impact.
 - o Marda Gras had a surplus
 - o Investment income better than expected
 - o Lower overall streetscape costs due to construction work
 - o Higher costs for insurance
 - o Anticipating a small surplus
- Question about BIA levy and budgeted transfer of funds from the reserves. These were discussed to satisfaction.

9. 2024 Budget Planning

- Nova spoke to:
- No changes in the BIA levy amount; not the time given the impact of construction on business; expect individual business “mill rate” to be near 10-year average
- Budgeted pull from accumulated reserves to support increased marketing, streetscape and inflationary costs
- Questions around the levy and how things are budgeted including timing on GIC and interest. These were discussed to satisfaction.



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10. Board elections

- Conducted by Mike de Jonge, chair of the Nominating Committee
- The Nomination process was described
- Thanks to departing member Renee Fawcett
- The following slate was presented:
 - o Mike Bruni, Bruni Law
 - o Paul Morissette, Fresh Kitchen
 - o Whitney Titheridge, Crabapple Clothing
- Moved: Andrew Savage, Vitamins first
- Second: Shelley Anderson
- Approved

11. Meeting Adjourned @ 7:30

- Moved: Mike de Jonge
- Second: Paul Morissette
- Approved

Following the Meeting:

- Presentation on Marketing and Events from Dakota Kidby of Socialcentric Inc.
- Presentation on Marda Gras and the Night Markets from Shannon McNally
- Discussion of Development by Bob van Wegen
- Dylan Jones from the City of Calgary answered questions on Main Streets

Thank you to our hosts, Big Fish & Open Range Marda Loop