DRAFT MINUTES

2025 Annual General Meeting (Fiscal Year 2024)

Marda Loop BIA and the Festival Society of Marda Loop

Monday, November 24, 2025, at ATB, Marda Loop

	Name of Business	**Persons Attending**
2025 Board	ATB Wealth	Nova Kane
	Big Fish & Open Range	Saravanan Senniappan
2025 Board	Blush Lane Marda Loop	David Jannard
2025 Board	Brokercore	Doug Anderson
2025 Board	Crabapple Clothing	Whitney Titheridge
	Engel & Völkers	Chynna Winter
2025 Board	Fraser & Fig	Cameron Fraser
2025 Board	Fresh Kitchen	Paul Morissette
2025 Board	Gardenia/Leonard Development	Jon Green
	Garrison Woods Dental	Catherine Chubak
	JMH & Co.	Jerry Gartly
	LGS Consulting	Lori Sunderland
	LGS Consulting	Cole Sunderland
2025 Board	Marda Loop Brewing Company	Mike de Jonge
	Marda Loop Brewing Company	Lolly de Jonge
	Orange Theory	Cameron Main
	Scotiabank	Martina Novakova
	Scotiabank	Irfan Ahmed
	Scotiabank	Rob Benzo
	Springbank Cheese, Marda Loop	Constanza (Connie) Pinilla
	Swift Barristers & Solicitors LLP	Paul Kennett
	Owner of 2018 34th Avenue SW	Jay Bradshaw

Staff and Support: Bob van Wegen, Executive Director
Margaret Hope, Admirative Assistant
Shannon McNally, Marda Gras Producer

Guests: Sarah Ferguson, Community and Communications Liaison – Ward 8
Ivan Osorio Avila, Constituent Assistant – Ward 8

Jason Quilley, President, Marda Loop Communities Association

Board Regrets: Lachlin Muir, Distilled

1. **Call to order** – 6:45 pm

2. **Introductions & Comments**
   • Introductions of current Board Members and support staff and contractors
   • Message from Ward 8 Councillor Schmidt, introduction to Ward office support team
   • ED Bob delivered a brief history of the BIA, (formerly BRZ), overall BIA initiatives, its role in general, upcoming events, street beautification, future projects, and board and committee roles, responsibilities, procedures, duties, objectives

3. **Approval of Agenda;**
   - Chynna Winter moves, Doug Anderson seconds; carried

4. **Approval of Minutes of 2024 Marda Loop AGM:**
   - Paul Morissette moves, Whitney Titheridge seconds; carried
   - Many thanks to outgoing board members for their efforts and contributions

5. **2024 Audited Financials:** Nova Kane
   <u>Marda Loop BIA:</u>
   • Major revenue sources: BIA Levy, Marda Gras, City Grants
   • Major costs: Marketing and events, administration and management, Marda Gras
   • Street Maintenance and Décor – costs down due to construction, some of those funds were re-allocated to enhance Marketing & Events. Administration, and Marda Gras expenses constant
   • Accessing the reserve fund, necessary without an increase in the levy, was budgeted for and manageable
   • End 2024: net assets at ≈ $147K
   • BIA Financials are audited by a CPA and were submitted to City of Calgary in June 2025
   • No questions or objections

   <u>Festival Society of Marda Loop</u>
   • Status of Marda Loop Festival Society; account is current but inactive
   • Festival Society financials are reviewed by two members per the Societies Act:
      - Thanks to Dr Brady Turner of The Eye Gallery and Charmain Chen of Marda Loop Braces

No questions or objections

1) MOTION to accept Marda Loop BIA and Festival Society of Marda Loop 2024 Financials; Nova Kane (ATB) moves, Cameron Fraser (Fraser & Fig) seconds; carried

2) MOTION to enable the Board to appoint auditors for the Marda Loop BIA and Marda Loop Festival Society; Mike de Jonge (MLBC) moves, David Jannard (Blush Lane) seconds; carried

6. **2025 Retrospective:** Paul Morissette
    - Main Streets construction concluded in the fall
    - Successful partnership with Parson's Dialogue aided in the engagement with business members and progress of strategic planning for Marda Loop
    - 2025 events; Marda Gras, Eggfest and Spook the Loop were again very successful, with Marda Gras (and Marda Loop BIA) celebrating its 40th Anniversary
    - Morning Coffee Meet & Greet events have been successful in delivering BIA information and engaging a growing merchant base
    - Marda Loop engaged a local artist to do new street banners for us. Ongoing streetscape improvements have also included artistic utility boxes (with CADA), decorative lighting, planters and street furniture, while Radicare continues excellent street cleaning operations
    - Worthington PR was engaged to drive 'Back in Business' messaging in October, deploying valuable broadcast, print, blog and influencer posts
    - Despite challenges Marda Loop continues to attract businesses to the area

7. **2026 Look Ahead:** Paul Morissette
    - Continue to work to bring back people to Marda Loop
    - Build on feedback from engagement
    - Share the Marda Loop History Project
    - Return attention to Streetscape needs
        - New planters, installations
        - Complete decorative and functional lighting
        - Public art
        - Keep an eye on upcoming private developments

8. **2025 Budget Update**: Nova
    - Marda Gras had record high revenue year
    - Expense expectations held steady
    - Keeping the levy static at 2019 rate, 2025 budget projections anticipated withdrawals from reserves
    - Expected reserve amount at year end: ≈ $75K, approximately $25K more than planned
        - Surplus will be carried forward to support BIA operations during continued recovery in 2026

9. **2026 Budget Planning:** Nova
    - Summary budget has been approved by the board (distributed, attached)
    - Board voted to not raise the levy in 2026, maintaining 2019 rates
    - Looking at event sponsorship and grant opportunities to increase revenues
    - Pull additional reserves to support;
        - Events, marketing, streetscape beautification
    - Withdrawals from reserves will leave $30k at 2026 year-end
    - Spending and revenue going forward to be reviewed in 2026

10. **Board Elections:** see bylaws
    - David Jannard (BIA VP) thanks all board members for their contribution of many volunteer hours to advancing the initiatives of the Marda Loop BIA
    - DJ reviewed nomination and election procedures; board elects officers at a subsequent meeting and is approved by City Council in the New Year
    - Seven board members completing two-year terms;
        - Doug Anderson, Brokercore
        - Mike de Jonge, Marda Loop Brewing
        - Nova Kane, ATB Financial
        - Jonathon Green, Leonard Development
        - Cameron Fraser, Fraser & Fig
        - David Jannard, Blush Lane
        - Lachlin Muir, Distilled

    - <u>Board Elections for open positions:</u>
        - Chynna Winter (Engels & Völker) – new member
        - Whitney Callaghan – seeking re-election
        - Paul Morissette – seeking re-election

- **MOTION:** To approve BIA board for 2026; Doug Anderson moves, Cameron Fraser seconds; carried

11. Adjourned at 7:12
    - **MOTION** to adjourn: Lori Sunderland moves, Connie Pinilla seconds, all approve

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Information and Discussion:

Following official AGM proceedings, Committee Chairs presented updates for 2025-2026:

Marketing: Whitney Titheridge
• Priority continues to focus on post construction re-launch and encouraging visitors to return to the area
• The Consumer Newsletter continues to grow organically and at event sign-up stations
• All social media channels are also continuing to see visitor and click-through growth
• Cam F. presented positive analytics from Google and metrics from paid advertising
• Shannon McNally reiterated on 2025 Marda Gras success and plans for future MG production, and introduced XMAS programming being tested in 2025

Development: Doug Anderson
• Illuminated BIA/City/Developer relationships and ongoing partnering or support opportunities
• General overview of upcoming area projects
• BIA expansion was raised: New construction along 33 Ave and 34 Ave that includes commercial may prompt expansion, as it did with Harrison. We are always reviewing this possibility.

Streetscape: Nova Kane
• 2026 will see public area improvements now possible following end of construction
• Streetscape and Development exist separately but often collaborate on public improvements

Construction: Cameron Fraser
• MLBIA is committed to assisting in the creation of a business-friendly construction policy for City projects that is expected to be presented (by the City) in March 2025. Also looking at extending to private construction and particularly in business districts.

Marda Loop History Project: Bob van Wegen
• 'A Loop in Time', contains a multitude history and will be a document to inform and educate about the founding and growth of the communities surrounding the Marda Loop business zone
• Efforts are now focused on preparation for distribution and growth of initiative

Many thanks to our local ATB for providing meeting space and to our local suppliers for supplying refreshments;

- Big Fish & Open Range
- Fresh Kitchen
- Fraser & Fig
- Sugar Stream
- Highlander Wines & Spirits
- Marda Loop Brewing Company