

# The Entrepreneur

DOWNTOWN COURTENAY BUSINESS IMPROVEMENT ASSOCIATION

JANUARY—MARCH  
2009

Phone/Fax: (250) 337-2096  
Email: [info@downtowncourtenay.com](mailto:info@downtowncourtenay.com)  
[www.downtowncourtenay.com](http://www.downtowncourtenay.com)

Mail To: DCBIA  
Box 3371  
Courtenay, BC V9N 5N5

## A Word From The President

*Michael Smale—Benjamin Moore House of Color*

Happy New Year to one and all! I hope that no one was too adversely affected by the world wide economic turmoil and that 2008 was a successful year for most. I certainly noticed changes in purchasing patterns in my business in 08. We will see what 2009 has in store for us.

How are we doing? That is a very open question. I have been thinking about this in terms of what we are offering those who come downtown to purchase goods or services. Are we meeting or exceeding their expectations? The most vital function of the DCBIA is marketing. I have always thought that if the primary purpose of the BIA is to attract people to downtown Courtenay it is up to the individual business members to keep them here by providing a welcoming atmosphere and good service. So these point back to the 2 questions I previously posed.

Have we taken enough time to teach our staff good people skills and continually stress their importance so that clients feel good about returning? How are our own skills in this regard? In the current business climate the value of re-examining our approach to customer service is crucial to our continued success. In a big box store client expectation of service is minimal. In a small niche market store that expectation level is higher; in that differentiation is our strength and potential. Let us strive to exceed expectations.

This topic dovetails with how we as a board are functioning in the area of marketing. How are we doing? My answer to that is that we are performing well enough considering that budget and policy making is the task of a small number of volunteers who have their own businesses to run. It would be helpful to have greater participation in this area by BIA membership. Num-



Artwork by Lucy Shappy

ber one is that we could use new membership on the board. There are several empty director spaces. Anyone is welcome to attend Board or Committee meetings. There is always room for improvement and with the potential of the internet as a tool we would welcome someone with expertise in this area. I would like to thank our current board for their valuable service to the DCBIA.

That is enough campaigning for now. A special thanks to those of you who took time to read this message. I trust that it didn't come across as too pedantic. Although the subject is serious it's also important to have fun and enjoy what we do. Let our staff and clients see that and we're

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off to a great start.

I wish everyone the best in 2009.

*Michael*  
250-334-4132

### THINGS TO CONSIDER:

*Include the Downtown Courtenay logo in your advertising.*

- Add a link from your website to the DCBIA Website
- Have your special event posted on the DCBIA Website
- Update your free DCBIA website listing. FMI 250-337-2096 or online at:

[www.downtowncourtenay.com](http://www.downtowncourtenay.com)

## Show & Shine 2009!

The Comox Valley Classic Cruisers are planning their **2009 Graffiti Bash Show & Shine Car Show** in beautiful downtown Courtenay on **Sunday July 26th**, with their cruise of the Valley on Saturday night the 25th.

Downtown business support was instrumental in making the 2008 event a resounding success! The over 300 classic car owners and their passengers filled downtown and brought hundreds of people into town to see them. For some of these people it was their first time in years, or perhaps ever of seeing what a great selection of businesses the centre of Courtenay boasts. It was great that so many retailers, restaurants and others stayed open in 2008 to offer their services to this group of folks.



Organizers of the Classic Cruisers event would love to see even more businesses open! People will be in downtown Courtenay from 8:00 AM to 5:00 PM viewing the vehicles and looking to spend on goods and services.

Any suggestions from the business perspective on improvements to the event are welcomed by the Classic Cruisers organizers. They love being in downtown Courtenay for the event and want to make it work for everyone. Please call Fred Tutt at 250-897-0282 or email to [fredtutt@shaw.ca](mailto:fredtutt@shaw.ca) with your suggestions.

For more information about this not for profit club, visit [www.cvclassiccruisers.com](http://www.cvclassiccruisers.com)

## Parking Downtown

Here's the problem—employers and employees drive to work and need to park their vehicles for their shift. People wanting to shop and do other business downtown also need to park somewhere, and they expect it to be convenient.

Shoppers cannot find a place to park if all of the public parking spaces are taken by people working downtown. *They might decide to go and do their business somewhere else* if they cannot find a parking space.

If you or your employees must park on the street somewhere, find an "unrestricted" parking spot on the "City of Courtenay Downtown Parking Durations" map enclosed in this newsletter.

Working together on this issue will ensure that downtown shoppers, diners and others will find it a convenient place to do their business.

Thank you for your cooperation!

**Mark your Calendar!**

**Downtown Courtenay BIA**

**Annual General Meeting**

**Wednesday May 27, 2009**

6:00 pm Meet & Greet  
6:30 pm Meeting

**Special Presentation by City of Courtenay Planner Nancy Henderson**

**Comox Valley Art Gallery**

## Got Talent?

Well sure you do!

So many people in the Comox Valley are talented in so many ways. Do you sing in a choir or dance with a troupe? Do you play in a band or musical ensemble? Do you belong to a quilting group perhaps?

Please tell us about an *artistic group* that you belong to and you could be included in the summer edition of *About Town!* This is open to downtown business employees too.

Please contact the BIA coordinator Kim Stubblefield to be included.

Phone 250-337-2096 or email to [info@downtowncourtenay.com](mailto:info@downtowncourtenay.com)

## Grab Your Bag

The Downtown Courtenay BIA Marketing Committee has purchased 'eco-bags' through the CV Chamber of Commerce's "Bag Free Comox Valley" campaign and will be distributing them to DCBIA businesses! We've only bought 1000 bags, but it's enough to start off businesses with this earth-friendly

initiative. Many businesses have been selling their own reusable bags for years, and many more have decided to step up to the challenge of change recently.

Here's how you can help your customers change their habits: At the check-out, always ask them, "have you brought your own bag today?" If yes thank them, and if no suggest they buy a Comox Valley Eco-Bag

and tell them that the community is working together to dramatically reduce plastic bags.

Why should we care? For a one-time use item, plastic bags take up to 1000 years to break down, they are made of petroleum, a non-renewable resource, they choke the landfills and the oceans.

For more info. visit:

[www.comoxvalleychamber.com/bagless-comox-valley-initiative](http://www.comoxvalleychamber.com/bagless-comox-valley-initiative)

## Christmas 2008 Reviewed—so many winners!



This past *CV Christmas Parade* was wonderful, despite the not so great weather. With over 40 floats and groups participating—all the hard work of the DCBIA Parade

Committee, especially *Charlie Zerkee* who Chaired the Events Committee. and *Keith Currie* from the *CV Echo*, paying off. Many thanks to them and the rest of the team that worked on this, what has become a cherished annual family event downtown. Many downtown businesses donated to the prizes for the floats. Thank you for your generosity and spirit.

- ◆ Best Overall Float - \$1000 cash sponsored by Comox Valley Dodge—Gemini Dance Studio
- ◆ 2<sup>nd</sup> Best Overall Float - \$2000 gift certificates from Fifth Street Stores—Home Depot
- ◆ Best Themed Float - \$2000 gift certificates from Comox Valley Stores—Coast Realty
- ◆ Best Entertaining Float - \$1500 gift certificates from Crown Isle and Quality Foods—Valley Dance Centre
- ◆ Best Nativity - \$500 gift certificate from Jacob's Well—St. John the Divine
- ◆ Best Non-Profit Snow Sport - \$500 gift certificate from Ski Tak Hut—Spirit of BC Committee
- ◆ Best New Entry - \$500 gift certificate from Thrifty Foods—Comox Valley Midwifery
- ◆ Best Children's Float (12 & under) - \$250 from McDonalds Restaurant—Little Lambs Christian Pre-school

For the second year the *Christmas Magic* event and

*Moonlight Magic Sale*, with the *Walk the Windows* component also proved successful with many businesses reporting good sales and an inviting atmosphere. We couldn't hold off the rain during the lighting of the tree, though everyone participating was a good sport about it!

**63 merchants** participated in *Walk the Windows*. Windows looked fabulously festive and drew many people downtown to enjoy the season with their families and do some Christmas shopping. A really big thank you to *Sue Smith* of '*Beyond*' the Kitchen Door for all her work on this annual event.

Congratulations went to Best Windows winners, and thank you to the *CV Record* for sponsoring the prizes:

- 1<sup>st</sup> Place People's Choice – A Gentler Time (Janet Ware)
- 2<sup>nd</sup> Place People's Choice – Marigold Pharmacy (Rudy Sanchez)
- 3<sup>rd</sup> Place People's Choice – Jacobs Well (Miles White)

The \$1,000 shopping spree draw winner was Jessie Schut who expressed her thanks and appreciation. "As a fairly recent newcomer to the Comox Valley, I've enjoyed the atmosphere and offerings of the downtown merchants. This experience has just reinforced my commitment to 'visit downtown first' when shopping for my needs" said Jessie in a letter to the DCBIA.

If you have thoughts about improving the Christmas Parade or other Christmas events or promotions downtown, or would like to join the committees contact the coordinator Kim Stubblefield at [info@downtowncourtenay.com](mailto:info@downtowncourtenay.com).



www.downtowncourtenay.com

**We've Got It All Downtown.**

Box 3371 Courtenay  
British Columbia V9N 5N5

Phone: 250 - 337-2096

Email: info@downtowncourtenay.com

**Your 2009 DCBIA  
Board of Directors**

- PRESIDENT**  
**MICHAEL SMALE** 334-4132  
Benjamin Moore—House of Color
- VICE-PRESIDENT**  
**CHARLIE ZERKEE** 338-5139  
Kradles Baby Boutique
- TREASURER**  
**KEITH CURRIE** 334-4722  
Comox Valley Echo
- SECRETARY**  
**SHELLEY COMBS** 339-1102  
Potter's Place
- BILL WESTON** 338-6716  
Wagz
- AL DUNNETT** 334-2537  
Ski Tak Hut
- SUE SMITH** 338-4404  
'Beyond' the Kitchen Door
- ARNE EINARSON** 703-4803  
Scotiabank
- LINDA GOODING** 338-6211  
Comox Valley Art Gallery Shop
- JAN BRUCE** 338-1571  
cody & company
- KIM STUBBLEFIELD** 337-2096  
*Coordinator*

**Recycling, Garbage, Graffiti or Tagging Downtown**

If you have problems with the garbage or recycling pickup service please call Pat Widdifield 250-334-6158 extension 225 at City of Courtenay.

Be a good business neighbour. If you should see some mess caused by a downtown business, please speak directly to that business and give them an opportunity to remedy the situation. If there is no follow up then a complaint to Public Works may be in order.

A picture taken of graffiti or tagging on your building should be forwarded

to the RCMP before you paint over it or wash it off. It will help them to identify the perpetrators.

If you have a dog downtown please respect others and don't allow their mess to remain behind, even in "alleys". City of Courtenay By-law NO. 1897 states: *No person who owns a dog or who has control of a dog shall allow the dog to leave or deposit excrement on any public place or on private property other than the property of the owner, unless the owner immediately takes steps to remove such excrement and to dispose of it in a sanitary manner.*

**Around Town Events**

Month/Date	Event		Contact
<b>Monthly 1st Wed. of each month</b>	DCBIA Board Meetings are held 7:30 AM at the Comox Valley Centre for the Arts upstairs boardroom, but call first if you plan on attending, just to make sure we haven't rescheduled it!		FMI 337-2096
<b>May 27</b>	Downtown Courtenay BIA Annual General Meeting (AGM)	Comox Valley Art Gallery—hear all the news about your downtown	FMI 337-2096
<b>July 17</b>	Downtown Courtenay Market Day and Local Colours Event	More information to come!	FMI 337-2096
<b>July 26th</b>	CV Classic Cruisers Car "Show & Shine"	Many new visitors to downtown. Be open on Sunday!	FMI 339-4117 Yvon Savoie yjsavoie@shaw.ca
<b>Saturdays Oct. 1—Dec 24 .</b>	Downtown Farmer's Market at Native Son's Hall	Tell your customers, get your dinner	FMI 218-0321
<b>October 31</b>	CRA Halloween Parade	Buy candy, dress-up, consider staff	FMI call 338-5371
<b>November 20</b>	Christmas Magic	Window displays, advertising, staffing, sales	FMI call 337-2096
<b>November 28</b>	Comox Valley Christmas Parade	Staffing needs, enter float, post holiday hours	FMI call 338-5139