

Spring 2011

The Entrepreneur

Working together we are stronger than working alone

DOWNTOWN
COURTENAY
BUSINESS
IMPROVEMENT
ASSOCIATION

PO Box 3371
Courtenay, BC
V9N 5N5

PRESIDENT'S MESSAGE

CHANGING IT UP DOWNTOWN

Michael Smale

Greetings! This is my farewell message to the members of DCBIA as president and director. It has been 10 years since I joined the board, and although I have thoroughly enjoyed the experience it is time for a change. I am, and will be an active member of the downtown Courtenay BIA as this is where my business is, and where I love to be amongst this community of colleagues and friends.

We are in the midst of change in the core of the business community. The social, economic, and competitive influences challenge us to meet and embrace these changes in a spirit of positive creativity. This is best achieved, I strongly feel, through a proactive membership in dynamic exchange with the DCBIA board of directors. In parting, I strongly encourage all members in the core to get involved and share ideas that promote the magnetic viability of downtown Courtenay.

One of my campaigns as president has been to encourage pride in the unique physical attractiveness of our business setting. Graffiti, garbage, cigarette butts have been the primary responsibility of indi-



vidual business owners and landlords and ladies to dispose of.

The RCMP and City of Courtenay have made significant strides in the reduction of tagging and are to be commended for this. We can help in this cause by sending photos of evidence when we are tagged to the city's Bylaw Enforcement Officer (see more info inside this newsletter) and then removing or covering it up in due course.

Lets keep our storefronts neat and tidy as these little steps help make a positive first impression along with

those wonderful window displays.

I want to personally convey my thanks to the incoming board for their willingness to serve. I know they have the best interests of the BIA community in mind and heart and deserve our support and appreciation.

I look forward to seeing as many of you as possible at the AGM this month when the new slate of directors and officers are chosen.

All the Best
Michael

Downtown Courtenay BIA AGM May 25, 2011



Wednesday
May 25, 2011

Downtown Courtenay
Business Improvement
Association (BIA)

ANNUAL GENERAL MEETING

- Place: CV Art Gallery on Duncan Avenue
- 6:00 PM Meet & Greet
- 6:30 PM Meeting Begins
- Special guest presentation by Footprints Security
- Marketing Report

• Events and Infrastructure Committees

• Financial Report from the DCBIA Treasurer.

Come and meet your business neighbours, and find out what is going on in your business neighbourhood.

As a member

business or property owner, you have a right to be part of what happens downtown.

RSVP to Kim at 250-337-2096 or info@downtown-courtenay.com



**BIA Board of Directors
2010 - 2011**

President:

Michael Smale
Benjamin Moore
House of Color
250-334-4132

Vice-President

Mark Middleton
The Golfer's Edge
250-703-0440

Treasurer

Keith Currie
Comox Valley Echo
250-334-4722

Secretary

Shelley Combs
The Potter's Place
250-339-1102

Directors

Jan Bruce
Cody & Company
250-338-1571

Sue Smith
'Beyond' the Kitchen Door
250-335-2062

Amanda Delisle
Winds of Change
250-338-5095

Theresa Mooney
'Beyond' the Kitchen Door
250-335-2062

Vashti Lehrle
Secret Drawers
250-897-7488

Margaret McKenzie
Brazen Sportswear/HiTec
Screen Printing
250-334-3656

Pam Watson
Planet Kids
250-339-2290

Graffiti and tagging.

The RCMP have been very successful lately in catching and fining taggers. It's important to help them out by taking pictures of the graffiti and tags. Send the photos to Bylaw Enforcement Officer Gary Usher by email: gusher@courtenay.ca as soon as you can.

Studies have shown that the faster and more consistently graffiti and tagging is removed, the less likely offenders will repeat in the same place. It's also a City of Courtenay by-law, requiring owners and occupiers to clean it up.

See any garbage bins with graffiti? Call Eva, 250-334-4441, at the City of Courtenay and report it right away - the company that owns it must come and clean it within a specified period of time as part of their contract.

If you need paint, Mi-

chael Smale at the *Benjamin Moore House of Color* has some to donate for this purpose. Give him a call at 250-334-4132 or stop by the shop on 5th Street. He can give you some advice on coverage, cleanup, and also the best colours to choose if you are doing a repaint.

Garbage Pickup Time Change

Reminder that in order to make it easier for businesses that don't open until 10:00 am, that there is a new pickup time for garbage and recycling. It will now be collected at 10:30 AM or later.



This may result in some businesses leaving their cans out longer than in the past, but they will be collected. Hopefully this will alleviate any need to put them out the night before.

Grad's Cruise the Street

In recent years the Vanier and Isfeld high-school grads have been touring the valley in classic cars. This year is no exception.

June 29th the Isfeld grads will be leaving the Driftwood Mall parking lot at 3:15, making their way down Fitzgerald and then down 5th Street. The Vanier grads will follow next, leaving the mall at 5:00.

Be prepared for perhaps a couple of hours of blocked traffic for this unofficial parade. Many people will be downtown to watch them, too!

Links of Interest 

- The Burton Report - crime prevention for small business: www.burtonreport.ca
- Van Dop Arts & Cultural Guide to BC: www.art-bc.com
- Downtown Courtenay Facebook - 'like' it with your business, and join the downtown family: www.facebook.com/HeartOfTheComoxValley
- YouTube Downtown Courtenay: www.youtube.com/courtenayBIA
- Discover Comox Valley: www.discovercomoxvalley.com
- BIA BC - Business Improvement Areas of BC: www.bia.bc.ca
- Vancouver Island Economic Alliance (VIEA): www.viea.ca

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Is an informational newsletter to members of the Downtown Courtenay Business Improvement Association (BIA)

Mailing:

PO Box 3371, Courtenay, BC, V9N 5N5

Online: www.downtowncourtenay.com

Email: info@downtowncourtenay.com

Telephone: 250-337-2096

Designed and edited by:

Kim Stubblefield, BIA Coordinator

This will be the **41st anniversary** of Downtown Courtenay's Annual Market Day.

Market Day is one of the busiest days of the year for many DCBIA members. This year's event will be held on **SATURDAY July 16th, 9 am—7 pm**. The day change and time adjustment was made because of feedback from the membership, and the votes taken from our post-event survey last season.

An application form and cover sheet of information for BIA members is included with this newsletter, and can also be downloaded from the DCBIA website.

Businesses along 5th Street have first right of refusal on the space in front of their business. Any space that is not taken will be filled by other DCBIA members next, then home based businesses, artisans and crafters. Help us make the event a terrific success by offering unique specials that will attract and entice!

If you'd like to add something entertaining to the event such as sponsoring a local musical group, a game or fundraiser for a charity, please advise the coordinator. These are welcome additions that help make the event more attractive to visitors.

Applications are due June 25th.
Please use the application enclosed



THE LOCAL COLOURS FESTIVAL IS A WONDERFUL ADDITION TO THE MARKET DAY IN DOWNTOWN COURTENAY.

YOUR STORE CAN SPONSOR AN ARTIST!

here, or online at www.downtown-courtenay.com under events, and either mail them in or drop off at *The Golfer's Edge* in an envelope marked "Market Day". For more information call Kim Stubblefield at 250-337-2096.

The Comox Valley Community Arts Council and DCBIA are thrilled to announce that the annual **Local Colours Festival** will be staged July 15th and 16th in downtown Courtenay, coinciding with the Market Day.

As in the last few years, on July 15th artists will initiate creations of unique work on site throughout the downtown area, on the streets and courtyards, and inside of host businesses.

The artists will be on the street putting the finishing touches to their works and answering questions from the public during Market Day. Finished works will be displayed at the Muir Gallery on Sunday July 17th.

Live performances will entertain and delight throughout the day on the main stage at the corner of 5th and England, and at various other locations.

Contact Dallas Stevenson at the *CV Arts Council* 250-338-4417 ext. 2, or visit www.comoxvalleyarts.org for more information about the participating artists, and if you would like to sponsor an artist in your business.

Theming in Downtown brings fun and shoppers

July 1st Canada Day

The July 1st committee have adopted the *Back to the 50s* theme for this years celebrations. They are sponsoring a "Best themed window" for downtown merchants, with a \$200 prize! More info to come ...

Comox Valley Classic Cruisers

The cruiser's Show and Shine' being held downtown on July 24 will also feature the *Back to the 50s* theme. More news coming from the club about some unique sponsorships.

Theming Christmas 2011

This year's festive season will be themed whimsical - think Grinch, Whoville, quirky fun and slightly off-the-wall! Now's a good time to start planning for your displays. Participating in the theme will allow the DCBIA Marketing Committee to build an attractive campaign that brings people to Downtown Courtenay.

Many thanks to Judy Atkinson and Hot Chocolates for this great idea and getting the ball rolling. More ideas are welcomed!

Branding Downtown Courtenay

Included with this newsletter is a static-cling label for your window. It won't permanently mark your window with glue, and you can move it if necessary. Just smooth it on the window with your finger.

Consider using your label as part of your branding. **Downtown Courtenay** is marketed locally and externally, directing visitors and shoppers to the heart of the Comox Valley. This label proudly shown on downtown businesses will help people to recognize downtown as a destination where they can find a diversity of retailers, services and professionals.

Other ideas:

- add the Downtown Courtenay website and Facebook links to your website - this way they will be cross linked and bring more web traffic to your business
- add the Downtown Courtenay BIA Facebook page to your businesses 'favourites' on Facebook, and it will be linked back



Brag about Downtown Courtenay! Put your static-cling label on a door

- place the Downtown Courtenay logo on your print advertising

In these challenging economic times, building excitement about downtown and cultivating local loyalty is more important than ever. Branding is an essential part of fostering the sense of community that keeps residents interested in downtown, and that makes the

community an attractive destination for visitors and potential residents.

Do you have a great idea for downtown? The DCBIA Marketing Committee would like to hear it. Contact the coordinator or any of the BIA Directors for more information on how you can get involved.

Downtown Calendar

- **Downtown Courtenay BIA monthly board meetings:** *First Wednesday of each month, 6:00 pm* - Comox Valley Centre for the Arts boardroom. Call first to make sure the time hasn't been moved, but all members are welcome! 250-337-2096
- May 25 - **BIA Annual General Meeting** 6 PM Meet & Greet, 6:30 PM Meeting starts. In the main gallery of the Comox Valley Art Gallery.
- June 29 - **Grads Classic Car Cruise** starting at Driftwood Mall at 3:15 and 5:00, coming down 5th Street.
- July 1 - **Canada Day Parade** down 5th St. to Simms Millenium Park.
- July 16 - **Market Day and Local Colours** on **SATURDAY** from 9 AM to 7 PM, due to popular demand.
- July 24 - **Comox Valley Classic Cruisers** 'Back to the '50s Show and Shine.
- October 30 - **CRA Halloween Parade** down Fifth Street, managed by CV Recreation Lewis Centre.
- Saturday November 26 - **Christmas Magic** with the **Moonlight Magic Sale** event, 9 AM to 9 PM. 5th Street will be closed to traffic, by popular demand!
- November 26: **Walk the Windows** begins during Christmas Magic and runs until December 10th.
- November 27: **Comox Valley Christmas Parade** starting at 2 pm.

