

Official Notice 2021 Strathcona BIA Annual General Meeting

Date: Thursday, September 23, 2021

Format: Virtual AGM, Hosted Online Via Zoom

Virtual waiting room opens at 2:45pm

AGM begins at 3:00pm

The Strathcona BIA operates on the unceded territories of the
Musqueam, Squamish and Tsleil-Waututh Nations.

NOTICE IS HEREBY GIVEN

That the 2021 Annual General Meeting (AGM) of the Strathcona Business Improvement Association (SBIA) will be an online virtual meeting held on Thursday, September 23rd with the virtual waiting room opening at 2:45pm and the AGM to follow at 3:00pm - 4:30pm.

- Call to Order, Welcome, Introductions & Virtual Instructions
- Adoption of 2021 AGM Meeting Rules
- Adoption of 2020 AGM Minutes
- Adoption of 2021 SGM Minutes
- President's Report: Year in Review & A Look Ahead
- Report of the Auditor
- Adoption of the Auditor's Report & other 2020/2021 Financial Considerations
- Appointment of Auditor for Ensuing Year
- Adoption of the 2022/2023 budget
- Election of Directors
- Adjournment

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What You Will Find In Your AGM Package

- AGM Official Notice and how to participate
- Year in Review
- Proposed Budget for the 2022/2023 Fiscal Year
- Member Application Form (Yellow Page)
- Audited Financials for the 2020/2021 fiscal year

In addition to the materials above, the following are available for download at strathconabia.com/agm2021. Hard copies can be requested from the SBIA office:

- 2020 AGM Minutes
- 2021 SGM Minutes
- Board of Director Biographies

If you plan on attending the AGM, please complete and submit the yellow membership application form to the SBIA by Thursday, September 16th at 3pm as this determines your eligibility to vote. You can also complete the application online at bit.ly/membershipapplication2021.

How to participate in the 2021 Virtual AGM

With the uncertainties of COVID-19 and recent changes to provincial health guidelines, members are being asked to participate in this year's AGM virtually using a computer/tablet or by smartphone. To fully participate in the AGM, including video and voting capabilities, members will need to use a device that has access to an internet connection and use their internet browser to access links to the meeting and voting platform. We recommend using a desktop computer or laptop with a Chrome internet browser. The virtual AGM will be hosted on Zoom in combination with a voting platform called Lumi. First, you must complete and return your membership application form (yellow page included in your AGM package or online at bit.ly/membershipapplication2021). Once we've processed your application, you will receive a registration email that will include a Zoom meeting link and information on how to join and participate in the meeting. You will also receive voting instructions and a separate link to the Lumi voting platform that is unique to each member.

The virtual waiting room will open at 2:45pm. Members will join the meeting via the link in their registration email. If you join the meeting prior to the 3:00pm start time you will enter a virtual waiting room and will be admitted to the meeting when the AGM begins. If you join after the AGM has begun you will enter a virtual waiting room and be admitted to the meeting in progress. Once the meeting starts members will be greeted by the SBIA Board of Directors, who will display a visual presentation and proceed through the meeting agenda. Members will have the choice to appear on-screen and ask questions during each motion. Instructions on how to vote will be provided to members at various times during the meeting. Results will be confirmed and announced to the membership by the Chair of the meeting.

Year in Review

For the past year we've been committed to delivering value to members through programs, services, advocacy, and promotions that help our business community thrive. Here are the highlights on all that we've been up to in service to you, our members.

Safety & Sanitation



7386 graffiti tags removed



2411 street cleaning hours



4595 square feet of high-level graffiti removals



1000+ bags of garbage removed



2960 needles removed



6126 hours dedicated to community safety

For more on how we've been improving cleanliness, sanitation, and safety across the district visit: strathconabia.com/safety-and-sanitation

Marketing, Promotions & Sponsorships

STRATHCONA
Commercial district brand launched



10 promotional campaigns



400 banners maintained



Art Walk Strathcona reached 20K users across digital channels



\$18,325 invested in community sponsorships



72 different businesses featured across digital channels

To learn more about our marketing efforts and how we are promoting businesses and the Strathcona district visit: strathconabia.com/marketing-and-promotions






COVID-19 Recovery & Placemaking

-  Advocated for creation of the Temporary Patio Permit Program
-  Awarded \$15,620 in COVID-19 matching Recovery Grants to
-  Refreshing 16 tree planter murals
-  Sponsored 3 new murals
-  Launched Safe & Welcoming Grant
- 22** SBIA members

To learn more about our COVID-19 recovery efforts and placemaking initiatives this year, visit: strathconabia.com/recovery-and-placemaking

Advocacy

ADVOCATED FOR

-  Additional funding from the City of Vancouver for street cleaning hours in Strathcona
-  Funding and support from the City of Vancouver to clean and remove animal and human waste
-  \$35K in funding for additional graffiti removal
-  Reopening of Oppenheimer Park and Strathcona Park and returned use of green space to the community
-  Commercial Tax reforms and changes to Provincial property valuation system

Learn more about our advocacy efforts at: strathconabia.com/advocacy

Presenting the 2022/2023 Budget

Your Board of Directors have worked hard to develop a budget that meets your service and programming needs and provides excellent value for your levy. Last year, the Board decided to apply a significant portion of the surplus to reduce the 2021/2022 levy for members by 34% compared to pre-COVID levels. In service to our members and to assist with COVID-19 recovery, the Board is proposing that \$180,350 from our surplus be applied to the 2022/2023 levy. This will reduce the SBIA surplus all the way down to our emergency reserve in an effort to ensure our members are well supported through the recovery period.

Key Highlights from the 2022/2023 Budget

For the next fiscal year the Board is proposing a budget of \$1,110,350 to continue delivering the programs, services, advocacy, and promotions that members expect and rely on. Overall this budget is a 4% increase when compared to the 2021/2022 budget. The increase will be used to maintain current programming and service levels while adjusting for rising service costs. The budget is developed using three primary categories: Good Governance, Local Economic Development, and Community Relations. We also separate out operating expenses and payroll.

Operating Expenses & Payroll: The 2022/2023 budget proposes a 11% decrease to operating expenses compared to the 2021/2022 budget, as staff have further been encouraged to make cuts where possible in light of continued COVID-19 recovery. This past year the Board reviewed compensation of staff in comparison to other industry examples. We are also in the midst of recruiting a new Executive Director with significant leadership experience to help lead our district through the next steps of the pandemic and support the economic recovery of the membership.

Good Governance: Last year the Board significantly decreased this budget, and we're once again proposing a leaner governance budget due to changes in how we convene and govern as a result of COVID-19. Strategic planning falls under this budget and in the coming year will be applied to help facilitate short and long-term planning and strategy development that will spark and guide economic recovery and resilience.

Local Economic Development: This is the budget we draw from to support the safety and sanitation programming, placemaking, beautification, and promotion of the district and our members. This budget represents many of the programs and services that provide the most direct value for you, our members. In recognition of this, this area of the budget has increased 6% compared to the previous year's budget. In particular, the Graffiti Removal budget is increasing due to the rising rate of graffiti across Strathcona. We also expect a return to more in-person member events over the next two years and to be able to engage in more strategic initiatives.

Community Relations: We remain committed to sponsorships so that other local organizations serving the economic resilience of the district are supported.

The Strathcona BIA, which includes your board of directors and SBIA staff team, are here to support, listen, and help build a thriving commercial district. Thank you for choosing Strathcona as your place to do business. We look forward to diving into further discussion with members at the upcoming AGM!

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2022/2023 Budget

Revenues

BIA Levy	927,500
Investment Income	2,500
Surplus Carried Forward	180,350
Total Revenues:	\$1,110,350

Expenses

Operating Expenses	80,350
Payroll	265,000
Good Governance	
Annual Strategic Planning	2,000
BOD Member Development	1,000
Good Governance Total:	3,000
Local Economic Development	
Community Safety	275,000
Street & Lane Cleanup	75,000
Graffiti Removal	125,000
Beautification & Placemaking	100,000
Arts & Culture	12,000
Member Events	20,000
Brand, Marketing & Communications	100,000
Strategic Initiatives	30,000
Local Economic Development Total:	737,000
Community Relations	
Sponsorship & Donations	25,000
Community Relations Total:	25,000
Total Expenses	\$1,110,350