

December - January 2002

*Please distribute this newsletter
to your Owner/Manager.*

KERRISDALE BUSINESS ASSOCIATION

300 - 5687 Yew Street
Vancouver, BC V6M 3Y2

Tel 604 266-9875
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Village Voice

Decorate,

Decorate, Decorate!

Amber and White Lights are the Holiday 2001 Colours

The linking features we have selected to spruce up Kerrisdale for the holiday season are amber and white mini-lights, each on their own or in combination. In order to alleviate the task of securing these particular colours, the KBA will make available for cost a limited number of these strings. To get your amber or white lights please contact Mike Jagger, beautification committee member, at (604) 664-1087. Mike's office is located at Suite 400, 2309 West 41st Ave, near the Sequoia tree.

This year we have a lot to be thankful for especially in light of the events surrounding September 11th. Due to these events, and the possibility that our customers are still reeling from these emotional blows, the Kerrisdale Business Association Board of Directors is encouraging an all-out store decoration campaign by all members. Even if you only have a modest display which has a "theme" connection to other businesses, it will ensure a "village look" that will hopefully link the entire district together. Let's make Kerrisdale the "piece de resistance" of all business districts by making this year's shopping season one of the most beautiful and awe inspiring. Kerrisdale is a lovely place to not only shop but one where a mere stroll down the avenue by night will serve to comfort nostalgic souls for the village atmosphere that was once the norm in every small town in North America. Make a special effort this year and your patrons will reward you.

Wreaths, Swags and Pots of Greenery

Okay you may not be Martha Stewart or have a degree in interior design but there are very simple and tasteful ways to lend flare and seasonal elegance to your store front. If you already have your own secured planter box or pots, **an easy way to herald the season is by cutting a variety of greens and holly and inserting the long branches into the pots** of soil in an artful way. Remember that more is better when it comes to this sort of embellishment and since most greens can be harvested in your back garden or lane, why not go for the fuller look. Make sure you keep the soil moist by watering and the cool December air will keep your simple display green and fresh looking. If you have no outdoor pots, a large portable tin or stainless steel bucket, filled with the same sorts of greens, can make a big impression and can adorn your outside by day and be easily moved inside when darkness falls.

A simple swag can also easily be fashioned to be hung on a hook affixed to your shop's door. All you'll need is a bit of florist wire which can bind together some evergreen branches. Affix to these some colourful baubles along with a velvet red ribbon or bow, a quick spray of artificial snow and you'll have created a lovely swag.

Evergreen wreaths, either purchased or hand made can also add beautifully to the overall village holiday look. Be creative here too by adorning fresh small fruits like lemons, apple and limes. They look so lush and the cool outside air keeps them fresh. If you need some hints on door swagging etc. please feel free to drop by Hobbs gift shop where Jessica Clark would be glad to provide free advice for sprucing up your store for the holidays.



EXTRA HOLIDAY SECURITY WILL BE ON CALL

Starting the last week in November, the Kerrisdale Business Association's security force provided by Provident Security, will be on extra duty every Thursday, Friday and Saturday from 11:00 am to 6:00 pm. The week before Christmas the daytime security guards will be on the beat daily. If businesses have any security problems, issues or suspected theft concerns please phone the on-duty guards at **(604) 841-5419** and a guard will be dispatched as soon as possible. These security forces will be roving through the business district keeping a watchful eye on holiday crowds as well as answering the general questions that are posed by visitors new to our village.

Suggested Holiday Shopping Hours

SUN	MON	TUES	WED	THURS	FRI	SAT
December 2001						1 9:30am-6:00pm
2 11:00am-5:00pm	3 9:30am-6:00pm	4 9:30am-6:00pm	5 9:30am-6:00pm	6 9:30am-9:00pm	7 9:30am-9:00pm	8 9:30am-6:00pm
9 11:00am-5:00pm	10 9:30am-9:00pm	11 9:30am-9:00pm	12 9:30am-9:00pm	13 9:30am-9:00pm	14 9:30am-9:00pm	15 9:30am-6:00pm
16 11:00am-5:00pm	17 9:30am-9:00pm	18 9:30am-9:00pm	19 9:30am-9:00pm	20 9:30am-9:00pm	21 9:30am-9:00pm	22 9:30am-6:00pm
23 11:00am-5:00pm	24 9:30am-5:00pm	25 Closed Christmas	26 11:00am-5:00pm			

Holiday Village Entertainment in December

Many of you will be saddened to learn that the City of Vancouver asked the KBA not to provide piped Christmas Music to the streets following last year's event. Though we felt that the majority of village patrons enjoyed the music to stroll by, some felt it was too intrusive. Well, onward and upward to this year's holiday fun!

Santa will be strolling the streets of Kerrisdale on Saturdays December 1st and 8th and every day from December 10th through 24th from 12 noon to 4:00 pm. Watch out for him because in his sack will be delectable sweets for all children and even the "young at heart".

Free Horse & Carriage Rides will be sponsored by the Kerrisdale Business Association every December Saturday from 12 noon to 4:00 pm rain or shine. Kerrisdale visitors can wait for the carriage along West 41st Avenue just in front of Shopper's Drug Mart at Yew Street. The KBA has contracted the popular *AAA Horse and Carriage Company* to provide this service as it did several seasons ago and they are back by popular demand!

Christmas Quartets will rove the streets of the business district from 12 noon to 4:00 pm every December Saturday, rain or shine. If your business has enough space, invite them in to entertain your customers. If you own a café or restaurant, you might want to offer them a coffee or other hot drink to quell the winter chill. Songs in their repertoire will bring warmth and fond memories during this darkest and rainiest month.

The Vancouver Children's Choir will perform every December Sunday from 12 noon to 4:00 pm "Under the Clock" at West 41st Avenue and Yew Street. A reduced version of this proclaimed choir of about 10-12 teenagers will bring their sweet voices to yuletide tunes familiar and rare. These children are trying to raise funds to attend a European choral competition next spring so please be generous with a small donation if passing by.



Posters, Banners and Christmas Trees

Hopefully the individual decorating efforts of the Kerrisdale businesses and other services will more than complement the village-wide holiday adornments sponsored by the KBA. These more globally applied festoons include our distinctive red and white lamp standard **banners**, **decorated swags** and **illuminated stars**. Not to be forgotten are our **25 pots of spruce trees bedecked with baubles and sparkler ribbon** for the street-side enchantment of all.

Also on board this year and receiving wide distribution throughout the entire City of Vancouver will be our **Christmas Posters** detailing all the special events listed above. When you receive your poster, please display it on your street front window to inform passersby and patrons of all the free seasonal activities that await them in Kerrisdale during the month of December.

All the Best to You and Yours This Holiday Season from the Kerrisdale Business Association.

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Kerrisdale Business Association

Welcome to your new 2000-2001 BOARD OF DIRECTORS

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The mandate of the Kerrisdale Business Association is to foster goodwill in the community, promote the business area, contribute towards a safe, well-planned, attractive and friendly environment and to increase the public awareness of Kerrisdale.

Editor: Terri Clark
Design: www.kevinlouisdesign.com

The Courier Newspaper Special Advertising Feature

Every year the Kerrisdale Business Association runs a full page advertisement in the Courier Newspaper featuring all the special entertainment that will be on tap throughout the month of December. The KBA ad representative, **David Fladgate**, will be approaching businesses in the district to buy holiday ads for this special feature set to run on Wednesday, December 5th. David can be reached at **(604) 738-1412**. Even if you miss the December 5th issue David is creative at putting several village ads together on the same page, if possible, for later December deadlines. Give him a call for further information.

