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KERRISDALE BUSINESS ASSOCIATION 2007 – 2008 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

KBA Forward Planner

KBA Board Meetings (members welcome)	1st Wednesday Monthly @ Avenue Grill 7:30am
Easter On Ice – Free KBA Skate	Sunday, March 23rd from 4 - 6pm
Carnival Days & Pooch Poetry Contest	Friday, April 25, Saturday, April 26th
Music Under the Clock	Saturdays 12 - 4 pm July, August
Kerrisdale Days & Kerrisdale Idol Contest!	August 21, 22 & 23 (Thursday to Saturday)
Annual General Meeting	September 10th, 2008 @ The Arbutus Club
October On Ice – Free KBA Skate	TBA
Decoration Day In Kerrisdale - Help Decorate Kerrisdale Village for the Holidays!	Saturday December 6th - North Yew Street and West 41st Avenue
Christmas In Kerrisdale	Month of December

Mark these dates on your calendar and remember to support these popular events through easy-to-participate sponsorship programs from balloons to live entertainment!

March - April 2008

Please distribute this newsletter to your Owner/Manager



Kerrisdale Business Association

300 - 5687 Yew Street Tel 604 266-9875

Vancouver, BC V6M 3Y2 Fax 604 257-8502

www.kerrisdalevillage.com

Village Voice

Swinging into Spring

Once the vernal equinox is reached at 5:48 am on March 20th and spring is officially here, we all know that the familiar crack-of-the-bat and the umpire's bellowing "play ball" can not be far behind. At least in Kerrisdale Village that is! This year marks the 50th anniversary of the **Kerrisdale Little League** and we are about to celebrate this very auspicious occasion in a big way. Though adult baseball was recorded in one form or another as early as the late 18th century, it really did not take off professionally until the 1860s. Its popularity with children took another 80 years to filter down when in 1939 the Little League Association was formed in Williamsport, Pennsylvania. Obviously Vancouver was not too far behind because in 1958 the Kerrisdale Little League was formed with the support of local businesses and dedicated community volunteers to fund-raise and deliver uniforms, equipment and coaching. The Kerrisdale Business

Association are tipping their "caps" to the League's Golden Jubilee with



stylish street banners throughout the Village and at the annual Carnival

Days Parade which has traditionally been the kick-off for the Kerrisdale Little League Season.

So whether you are an avid player, sponsor or spectator please make it a point to watch this year's parade which is bound to be filled with surprises.

Baseball Alumni Alert!! The KBA is looking for Kerrisdale Little Leaguers who played in that inaugural season of 1958. We estimate that they would be between 55 and 62 years of age now and want them to march in the Carnival Days Parade on April 26th. If you know someone, please have them contact the KBA at 604-266-9875.

So much more is happening for Carnival Days – read on and find out how you can sponsor entertainment near your own business!



CARNIVAL DAYS

Friday, April 25th and Saturday, April 26th, 2008

SPONSORSHIP OPPORTUNITIES!

The Carnival Days event is quickly approaching.

Please consider one of the sponsorship opportunities listed here to enrich this fine Kerrisdale tradition.

Questions about sponsorship? Please contact Terri Clark, KBA Coordinator at 604-266-9875.



Deadline for above sponsorships to ensure full logo recognition in media campaign is March 25th, 2008

ENTERTAINMENT SPONSOR \$500

YOU RECEIVE:

- Sponsorship of an entertainment feature either in front of your business or as near to it as practical
- Your business logo in all print advertising
- Your business name published in the event schedule in The Vancouver Courier
- Your business logo on event poster
- Exclusive on-site signage
- Recognition as a sponsor in all media and promotional material
- Recognition in all follow-up materials including the KBA Village Voice newsletter

BALLOON SPONSOR \$250

YOU RECEIVE:

- Helium tank and balloons delivered to your business to hand out during event
- Your business name to be included in the event schedule to be published in The Vancouver Courier
- Your business logo on event poster
- Recognition as a supporter in all media and promotional material
- Recognition in all follow-up materials including the KBA Village Voice newsletter

ENTERTAINMENT/BALLOON COMBO SPONSOR \$600

A combination of two very good things includes sponsorship of an entertainer and a helium balloon tank delivered with balloons for your use during Carnival Days!

Easter On Ice

The KBA's free Gliding on Ice event was such a huge success with the community in December we have decided to host another free skate on Easter Sunday, March 23rd at the Kerrisdale Arena from 4-6 pm. Strap on the skates (free rentals while they last) and enjoy our seasonal cookies (delectably baked at Moore's Bakery) at break time, all free!

Custom Street Signs

The new custom-designed street blade signs were recently installed at the intersections in Kerrisdale Village and do they ever look stylish. Many thanks to local business owner and design guru Brent Beattie for working with the City's welding shop to create these colourful way-finders throughout the Village of Kerrisdale. The new signs delineate the business district, one of the oldest in the city, with panache and style while adding to the overall beautification.

Who You Gonna Call? – Provident Security!

Please do not hesitate to call Provident Security at 604-664-1087 if you have any security or safety issues. Recent pick-pocket and shoplifting concerns have been reported but it is imperative to call Provident very quickly to ensure effective action. Provident is retained by the KBA to patrol the streets of the shopping district every night and in the daytime during the December holiday season.

New Street Furniture Additions

Every year the KBA continues to repair, replace and improve the street furniture that makes our Village one of the most charming in Vancouver. Last year we replaced all the old strings of Christmas lights with state-of-the-art LED lights making a new "look" while saving considerable amounts of energy. This year's new street signs have also added a distinctive and fresh appeal. Plans for later this year include several new wrought iron newspaper box enclosures to hide unsightly dispensers along with a trio of additional KBA-brand garbage cans. Let us know if there are any areas you think might benefit from additional furniture.

News from Your KBA Board

The Kerrisdale Business Association Board of Directors meets monthly (usually the first Wednesday) at 7:30 am at The Avenue Grill. If you are a business member or property owner in the KBA please feel free to attend a breakfast meeting. Call the KBA line first at 604-266-9875 and leave us a message so we can make plans for your participation. Meetings usually last about 45 minutes to an hour and KBAers are always welcome!

kerrisdalevillage.com

Please take a look at the Kerrisdale Business Association web site. We are continually updating these pages with events, newsletters and activities, but more importantly, with a roster of businesses. Please take time to visit the above site to check your listing. If it is not there or needs changing, please call 604-266-9875 and leave all your details so we can post them. As well, if you have your own web site let us know so web browsers can link from the KBA listing to your special site!

Kerrisdale Parkade

The Kerrisdale Parkade, located on the lane just south of West 41st Avenue on Yew Street, has special prices for monthly parking spaces. Please call Luna Management to check it out at 604-921-7807.

POOCH POETRY

BE KERRISDALE'S TOP DOG!

Write a poem or song about your dog and recite it to your canine cutey during the Kerrisdale Carnival Days Event Saturday, April 26th!



WIN!
Exclusive Kerrisdale Top Dog Prizes including special treats from Fetch - A Dog's Dog Store and other Kerrisdale Shops

SIGN UP - 12 noon at North Yew Street & West 41st. First 30 to sign up receive a timed entry slot. Recitations start at 12:30. Dogs Must Accompany Readers (on leash)