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## KERRISDALE BUSINESS ASSOCIATION 2008 – 2009 BOARD OF DIRECTORS

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July - August 2009

Please distribute this newsletter  
to your Owner/Manager

Kerrisdale Business Association

Kerrisdale P.O. Tel 604 266-9875

P.O. Box 18068, Vancouver, BC, V6M 4L3

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

# Village Voice

## Hot Time Summer in the City

Ever wonder why people always talk about the weather? It is almost obvious when you think back on the year we have had through this July. One of the harshest winters on record , followed by one of the latest and coolest springs and then nary a cloudy or rainy day since June 1st. Kerrisdale shopping patrons are not complaining but rather are filling the village streets, lending an ease and bustle all at once. People are relaxing during their “staycations” or are proudly strolling out of town guests down West 41st stopping here for a coffee, there for a sandwich, a new duvet cover, sandals, books etc. you name it. Summertime is hot and the living is easier. *The Music Under the Clock* free

Saturday concerts are back though re-located temporarily to in front of RBC while construction winds up on the Scotiabank building. The Kerrisdale Village pots are in full bloom and new summer banners are flying high.

If the heat is too much just think “November” and then enjoy every minute of this unprecedented sunshine and get ready for the end of summer sales at Kerrisdale Days!!

*The Music Under the  
Clock free Saturday  
concerts are back! –  
running from 12 noon  
through 4 pm.*

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

<b>KBA Board Meetings (members welcome)</b>	1st Wednesday Monthly @ Avenue Grill 7:30 am
<b>Music Under the Clock</b>	Saturdays 12 - 4 pm July, August
<b>Kerrisdale Days &amp; Kerrisdale Idol Contest!</b>	Thursday, August 27th - Saturday, August 29th
<b>Annual General Meeting-BIA Renewal</b>	Thursday, September 10th, 2009 @ The Arbutus Club
<b>Free Halloween Skate</b>	October 25th from 2 - 4 pm
<b>Christmas In Kerrisdale</b>	Month of December 2009
<b>Gliding on Ice Free Skate</b>	December 20th from 2 - 4 pm

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



# Kerrisdale Days

**Music, Glowns,  
Face Painting,  
Sidewalk Sales,  
Free Horse &  
Carriage Rides  
and more!**

Now is the time for interested KBA members to mark their calendars for Kerrisdale Days set this year for August 27th – 29th. All the usual ingredients that go into our time-honoured recipe for the village’s birthday party will be back to help make the last full weekend of August a fitting close to the summer season. Free horse & carriage rides, incredible sidewalk sales, clowning, face painting, inflatable slides and live music will bring the streets to life, especially on Saturday, August 29th when we pray for sunny skies and pull out all the stops.

### SPONSOR KERRISDALE DAYS

In addition, businesses within the KBA area can sponsor music or entertainers in front of their own stores (if space allows) through our very own sponsorship program. To be a special sponsor and have your logo displayed front and center, read below and take note of the deadlines for inclusion in the Vancouver Courier newspaper’s advertising feature and to be included in the KBA full colour poster that is distributed city-wide.

## Kerrisdale Days Event Sponsorship Opportunities Sponsor Kerrisdale Days - August 27 - 29, 2009

The Kerrisdale Days event is quickly approaching. Please consider one of the sponsorship opportunities listed below to enrich this fine Kerrisdale tradition. Questions? Call Terri Clark, KBA Coordinator at 604-266-9875.

### ENTERTAINMENT SPONSOR \$500

**YOU RECEIVE:**

- Sponsorship of an entertainment feature either in front of your business or where 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
- Recognition as a sponsor in all media and promotional material
- Recognition in all follow-up materials including KBA 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 KBA 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!

**Deadline for sponsorships will be July 31st, 2009**

Phone Terri Clark at 604-266-9875 and leave a message and we’ll get back to you.  
Contact us soon as possible to avoid missing out on the poster publication.



### Kerrisdale Idol Back for Year 5!

The lynch pin of *Kerrisdale Days* is the **Kerrisdale Idol** singing competition where three opinionated and well-known judges will rate the **first come, first served** performers at the north Yew Street and West 41st Avenue street end on Saturday, August 29th. Last year’s performers were stupendous and most of us could not remember a better time or better way to pay homage to the end of summer. Ads describing the free competition will run in the Courier newspaper for three weeks leading up to the big day when early risers can sign up on site to be heard later that day under a big white tent for all passers-by to hear. The top three winners will receive a cash prize and publicity in the next KBA newsletter and on the web site.

### Another Year Older

Kerrisdale celebrates its birthday in a big way during our Kerrisdale Days event, this year on Saturday, August 29th at 3 pm, when the best birthday cake this side of the country gets served up free for the asking. It all happens near North Yew Street and West 41st Avenue where the Kerrisdale Business Association doles out generous chunks of some of the sweetest cake to celebrate the village’s birthday. Moore’s Bakery, the district’s longest operating confectionery, whips up three huge custard-filled flat cakes– just enough for all our Kerrisdale stalwarts who keep coming back to Kerrisdale Days year after year. Join KBA President Leo Franken and other hard working Board members as they slice and dice the official cake.

### Music Under the Clock

West 41st Avenue & Yew Street North is once again the location for the KBA’s popular Music Under the Clock free summer series. All we need is fair weather for the Saturday concerts which run from 12 noon through 4 pm. A variety of music will be on tap including rock, guitar, jazz, Latin, pop and more. Grab a coffee or a cold drink and drop by and listen to our Music Under the Clock performers sometime this summer.

### Kerrisdale Parkade Great Deal

Employees in Kerrisdale should remember that monthly parking rates at the Kerrisdale Parkade are \$40, a very good rate. In addition, free two hour parking is provided for Kerrisdale Patrons on the upper levels of the Parkade which is owned by the City of Vancouver but operated by the KBA. Call 604-921-7807 to book a spot!

### Flower Pots in Kerrisdale

We get comments, letters and emails all the time about our beautifully planted terra cotta pots, strategically located throughout the Village. In June, the beautifully-barked birches were joined by white and pink geraniums, blue pansies and clematis blue ravine. The KBA hires a summer student to maintain the pots which need daily watering during hot periods. This summer staffer also does touch-up painting jobs, weeding in common areas and gardening near the Welcome Sign track.

### Keep Kerrisdale Spic & Span

When the streets are filled to capacity during this long stretch of good weather, litter has a way of getting the best of us. Please remember it is the shop owner’s responsibility to sweep up in front of their businesses on a daily basis to keep Kerrisdale Village clean and tidy.

### Call Provident Security...

...if you have any concerns re shoplifting, security or individuals that are causing problems in your store or that you are concerned about. Provident Security is contracted by the KBA to do nightly patrols throughout Kerrisdale Village and several daily shifts later in the week. Call them at 604-664-1087.

### KBA Web Site

Please check out [www.kerrisdalevillage.com](http://www.kerrisdalevillage.com) and see if your Kerrisdale business, service or shop is listed. Let us know of any additions or changes via the reply email on the web site itself and send us back all the details. Don’t have your own web site? Our graphics guy has developed a KBA member template where you supply all the basic information about your shop, service or business plus a photo and he’ll post it on our web server. All this at a modest price to you, paid directly to the graphics technician. Your stand-alone web page would be generic so no updating would be required except when major changes might take place thus eliminating all the worry of daily web updates! Interested? Send us an email from the KBA web site and we’ll be in touch.

