

## EXECUTIVE



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**SECRETARY - Andrea Davies**  
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## KERRISDALE BUSINESS ASSOCIATION 2008 – 2009 BOARD OF DIRECTORS

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March - April 2009

Please distribute this newsletter  
to your Owner/Manager



Kerrisdale Business Association

300 - 5687 Yew Street Tel 604 266-9875

Vancouver, BC V6M 3Y2

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

# Village Voice

## Spring Into Action Service With a Smile

This is being written as a late winter snow squall hammers the Village of Kerrisdale. Entrepreneurs just embarking on a business venture for the first time this past year might compare themselves to the biblical Job for all the economic declines that have rained down. The colder and extremely snowy weather would feature among those hardships, especially when it timed its arrival with the normally busy weeks leading up to Christmas. As many of you retailers know, more than a few businesses look forward to balancing their year-end books with increased receipts in December. The weather, though beautiful for its Courier & Ives landscape, had a paralytic effect on consumers. The nightly news and daily papers also make an optimistic outlook appear to be naïve.

But we must look to the bright side of things as the snow melts, temperatures warm-up and seasonal spring plantings start to emerge in Kerrisdale's iconic terra cotta pots.

Despite the international sag in markets, the streets and shops in Kerrisdale are alive and well. A slowing in walk-by traffic can give the precious opportunity of time to re-think a window display or revamp some other aspect of your business. Most importantly of all, we can show our appreciation for loyal customers and greet new ones with a renewed enthusiasm and dedication to customer service.

Sometimes, hard times bring out the best in us all.

*Read on and find out about the upcoming and much anticipated annual Carnival Days event and community parade!*

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 7:30 am
Pre-Easter On Ice – Free KBA Skate	Sunday, March 29th, 2 –4pm
Carnival Days & Pooch Poetry Contest	Friday, April 24, Saturday, April 25th
Music Under the Clock	Saturdays 12- 4 pm July, August
Kerrisdale Days & Kerrisdale Idol Contest!	Thursday, August 27th - Saturday, August 29th
Annual General Meeting-BIA Renewal	Thursday, September 10th, 2009 @ The Arbutus Club
October On Ice – Free KBA Skate	TBA
Decoration Day In Kerrisdale	TBA
Christmas In Kerrisdale	Month of December 2009

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





# CARNIVAL DAYS

Friday, April 24th and Saturday, April 25th, 2009

## SPONSORSHIP OPPORTUNITIES!

The Carnival Days event is quickly approaching.

Please consider one of the sponsorship opportunities listed below 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 27th, 2009**

### 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
- 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!

## The Kerrisdale Parade Wants You!

Kerrisdale's community parade is legend. From Little League teams of varying ages, all supported by numerous Kerrisdale businesses, to the VPD Mounted Squad, antique cars marching bands and more, there is something for everyone in the parade. If you want to have your business represented in the parade either by vehicle or walking, please sign up before April 15th by phoning the KBA line at **604-266-9875**. The more the merrier!

## Data Base Update Survey

During late March and early April, a KBA representative will visit each shop, business and service to obtain up-to-date web site and contact information. **Ms. Maggie Murray** is undertaking this data gathering project as part of her practicum for future assistant administrative duties.



Ms. Maggie Murray

Please welcome Maggie and provide as much information as possible to make it quick and easy for the Kerrisdale Business Administration to contact you directly.

## Street Pay Parking to Rise

The KBA has been notified by the City of Vancouver that they will be proposing a slight rise in parking meter rates this spring. Kerrisdale meters have not been raised for almost 5 years. The KBA is fortunate in operating the Kerrisdale Parkade on Yew Street south of West 41st Avenue. Free parking is available here for village patrons for a maximum of two hours and competitively priced monthly rates are on tap for longer term parking.

Please call Luna Management to check out monthly rates at **604-921-7807**.

## Security on Patrol

The Kerrisdale Business Association employs our fellow KBA member company, **Provident Security**, to carry out nightly (and seasonally daily) bike and car patrols throughout our business district and in the Kerrisdale Parkade. Provident has been on the job for us for over a decade and their reliable service and continued professionalism continues to impress us. If you see any suspicious behaviour, experience problems with aggressive panhandlers or wish to upgrade your individual business's security, please call them at **604-664-1087**.

## Cleaning-Up Graffiti

The new Neighbourhood Police Officer, Elizabeth Miller, would like to remind Kerrisdale businesses affected by paint vandalism to contact the KMO Community Police Office for assistance in graffiti removal. The numbers to call are **604-717-3434** or **604-717-3433**.

# POOCH POETRY

BE KERRISDALE'S TOP DOG!

**Write a poem or song about your dog and recite it to your canine cutie during the Kerrisdale Carnival Days Event Saturday, April 25th!**



**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).

