

EXECUTIVE



PRESIDENT - Colin Holyk
KERRISDALE PHARMACY
5591 West Blvd V6M 3W6
Tel 604 261-0333 Fax 604 261-0311



PAST PRESIDENT - Leo Franken
THE SPECTACLE SHOPPE
5683 West Boulevard V6M 3W7
Tel 604 263-2628 Fax 604 263-2458



VICE-PRESIDENT - Zane Kerzner
LIGHT THE STORE
2045 West 41st Ave. V6M 1Y7
Tel 604 879-6377 Fax 604 879-4999



TREASURER - Lela Dawson
BANK OF MONTREAL
2102 West 41st Ave. V6M 1Z2
Tel 604 665-2742 Fax 604 668-1032



SECRETARY - Andrea Davies
HAGER BOOKS
2176 West 41st Ave V6M 1Z1
Tel 604 263-9412 Fax 604 263-1314

KERRISDALE BUSINESS ASSOCIATION

2009 – 2010 BOARD OF DIRECTORS

Lawrence Tsai
STARBUCKS
2348 West 41st Ave. V6M 2A4
Tel 604-264-0954

Michele Carver
BCAA
2347 West 41st Ave. V6M 2A3
Tel 604-268-5803 Fax 604 268-5848

Cecilia Chang
TD CANADA TRUST
2198 West 41st Ave V6M 1Z1
Tel 604 261-1301 Fax 604 269-3054

Ross Hill
HILL'S OF KERRISDALE
2125 West 41st Ave V6M 1Z6
Tel 604-266-9177 Fax 604-266-6834

Patty King
TABI
2138 West 41st Ave V6M 1Z6
Tel 604-261-6140

Mike Jagger
**PROVIDENT SECURITY
& EVENT MANAGEMENT**
400-2309 West 41st Ave. V6M 2A3
Tel 604-664-1087 Fax 604-664-7669

Mindip Janda
MYCUP COFFEE & TEA
2098 W. 41st Ave V6M 1Y8
Tel 604-263-2336

Pierre St. Denis
**CLASSICS ANTIQUES
& FINE DÉCOR**
5685 West Blvd. V6M 3W7
Tel 604 266 9006

Gina Lee
EDWARD JONES INVESTMENTS
2232 W 41ST Ave V6M 1Z8
Tel 604-263-8508 Fax 604-263-8085

Barry Mark
LONDON DRUGS
2091 West 42nd Ave. V6M 2B4
Tel 604-448-4810 Fax 604-261-0850

Sal Mele
ROYAL BANK OF CANADA
2208 West 41st Ave. V6M 1Z8
Tel 604-665-0535 Fax 604-665-8001

Irena Pollack
VANCITY
2380 West 41st Ave. V6M 2A4
Tel 604-877-7155 Fax 604-877-7915

Deborah Richardson
THE VELVET ROOM BOUTIQUE
2248 West 41st Ave V6M 1Z8
Tel 604-264-8664

Robert Sharman
BMO NESBITT BURNS
2102 West 41st Ave V6M 1Z2
Tel 604-656-7570 Fax 604-656-7575

Ken Sim
NURSE NEXT DOOR
#302-2309 West 41st Ave. V6M 2A3
Tel 604-228-4357 Fax 604-228-4359

Derrick Young
**PRECISION CARE
PHYSIOTHERAPY**
2083 West 42nd Ave V6M 2B4
Tel 604-677-4665

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
Spring Break On Ice – Free KBA Skate	Sunday, March 27, 2011 2 - 4 pm
Carnival Days & Parade (Sat. at 10 am)	Friday, April 29 & Saturday, April 30
Music Under the Clock	Saturdays 12 - 4 pm July, August
Kerrisdale Days & Kerrisdale Idol Contest!	Thursday, August 25 - Saturday, August 27
Annual General Meeting – BIA Renewal	Thursday, September 8, 2011 @ The Arbutus Club
October Halloween On Ice – Free KBA	October 30, 2011 2 - 4 pm
Winter Walk & Fireworks @ Elm Park	December 2, 2011
Christmas In Kerrisdale	Month of December 2011

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

Spring 2011 Issue

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

Village Voice

IN THIS ISSUE: City's 125th, Carnival Days,
Seminar to Deter Shoplifters

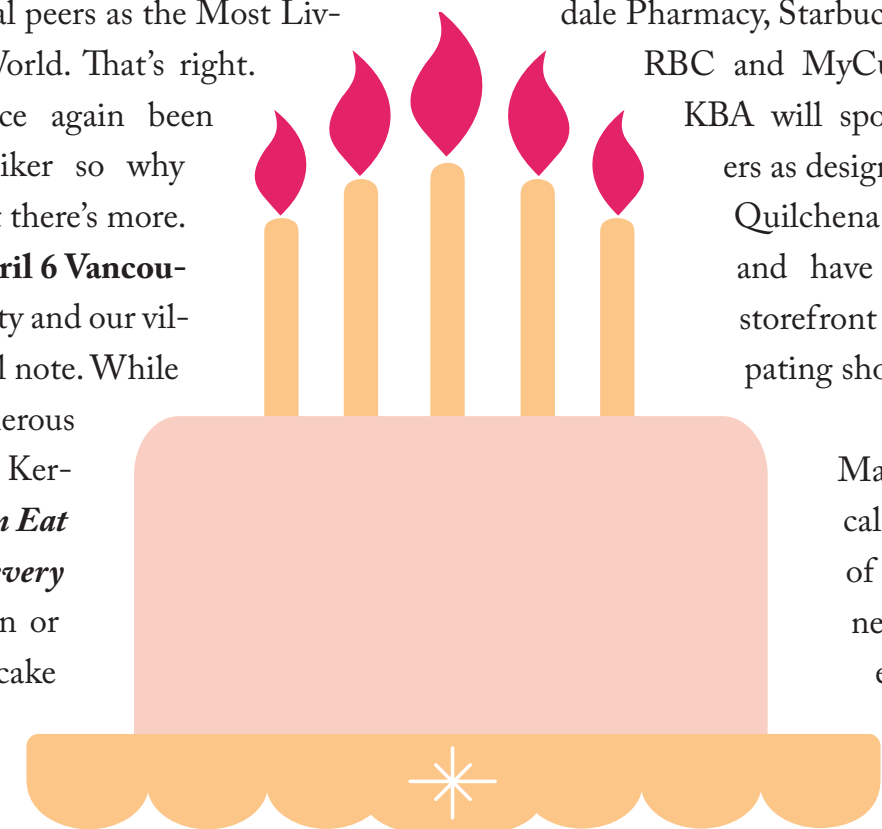
Celebrate *by* Letting Them Eat Cake

Landmarks in a metropolis's history are worth celebrating especially if you have been recognized by your international peers as the Most Liv-able City in the World. That's right.

Vancouver has once again been awarded this moniker so why not take a bow? But there's more. On **Wednesday April 6 Vancouver turns 125** as a city and our vil-lage will take special note. While there will be numerous events downtown, Ker-risdale will ***Let Them Eat Cake on almost every corner at 3 pm.*** Rain or shine there will be cake served up, while it lasts, by 10

participating businesses located at VanCity, BCAA, TD Canada Trust, London Drugs, BMO, Kerris-dale Pharmacy, Starbucks near Vine, CIBC, RBC and MyCup. In addition, the KBA will sponsor birthday post-ers as designed by students from Quilchena Elementary School and have them displayed in storefront windows of partici-pating shops.

Mark April 6th on your calendar and help one of Vancouver's first neighbourhoods cel-ebtrate this auspicious occasion!



Kerrisdale**Friday, April 29
Saturday, April 30**

CARNIVAL Days

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? Call Terri Clark, KBA Coordinator at 604-266-9875.

Deadline for above sponsorships to ensure full logo recognition in media campaign is **March 31, 2011**.

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!

Kerrisdale Parades Its Stuff April 30 at 10 am

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!

Display Kerrisdale Village Posters

The Kerrisdale Business Association works on behalf of all shops and service providers within our boundaries. As part of its marketing program, we produce posters that are distributed throughout the village and city-wide to promote special events. Soon you will be receiving our **Let Them Eat Cake** poster followed by the **Carnival Days** edition. Please erect them in your store windows as soon as they are delivered as this assists immeasurably in advertising these special free celebrations for the public while making more people in the city aware of the Kerrisdale Village shopping area.



Welcome Signs to get a Facelift

The iconic **Kerrisdale Welcome** signs, that are strategically positioned on the tracks area between West and East Boulevards at 41st Avenue, will receive much needed refurbishment over the next few weeks. Constructed over a decade ago, they will be repaired and given a new lease on life by Kerrisdale Contractor Joe Marino. This capital improvement was included in the KBA's 2011-2012 fiscal year budget.

Special Free Security Seminar for Members

Due to recent concerns about shoplifters entering stores, **Provident Security** and the Kerrisdale Business Association will host a free seminar with tips on how store personnel can handle these challenging situations. If you are affected by such issues, please make time to attend a meeting **Wednesday, April 13 at 6 pm** at the Provident Security Boardroom, located at 2309 West 41st, Ground floor.



Kerrisdale Business Improvement Area (KBA) Officially Approved

Following a very successful Annual General Meeting in September where members approved the 5 Year Renewal of the KBA, City Council has now made it official. On February 15, KBA President Colin Holyk and Coordinator Terri Clark made a presentation to the Court of Revision to support the approval process of the KBA. Following a presentation, where City Councilors applauded the KBA's community outreach, security and beautification programs, the KBA's Five Year Renewal was unanimously approved starting April 1, 2011 and running through March 31, 2016.

Way Finding Signs to be Installed

City of Vancouver staffers will install three way finding signs in Kerrisdale during the spring season as part of a new city system. These locators will better assist pedestrians (residents and tourists) and cyclists to quickly and easily orientate themselves in the public realm. The KBA provided historical photos and information for inclusion on the signs that will be located on both railway track crosswalks and near the clock at Yew Street north and West 41st Avenue. Make sure to take time and read about Kerrisdale's history.



Pooch POETRY CONTEST

Read an original poem about your dog!

Sign up 12 noon SATURDAY APRIL 30 at North Yew Street and West 41st. First 30 to sign up receive a timed entry slot. Recitations start at 12:30. Dogs must accompany readers (on leash)