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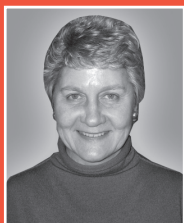
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KERRISDALE BUSINESS ASSOCIATION 2011 – 2012 BOARD OF DIRECTORS

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Spring 2012 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

Twitter: @KerrisdaleKBA

Village Voice

IN THIS ISSUE: Carnival Days, KBA Business
Exchange, 2012 Forward Planner, Kerrisdale
Insider magazine *and more!*

Spring Cleaning for Kerrisdale - You Can Help



As the new spring season approaches it is perfect timing to take a critical look at our store fronts and sidewalks. *Is siding or door paint buckling-up or peeling off and in need of a sanding and touch-up? Has winter grunge collected around the crevices of the building or piled up in the gutter? Do flower boxes need a new lease on life?* These are all questions we should ask ourselves because individual businesses are responsible for keeping their storefront and adjacent sidewalks clean and tidy. The KBA Board took a hard look at the track area that they refurbished over a decade ago and decided it needed a major overhaul with substantial cutting back of groundcovers and tree pruning as well as a good old fashioned weeding in the *Welcome Sign* beds. In addition, bark mulch has been added at the track crossing between the Arena and West Boulevard. The summer student the KBA hires on contract

will start in late May and maintain common property such as watering and grooming flower pots and the Welcome sign beds etc. Do *your* part and help keep Kerrisdale the lovely, clean Village for which it is famous.

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
KBA Member Business Exchange	April 19 (see inside for details)
Carnival Days & Parade (Sat. at 10am)	Friday, April 27 & Saturday, April 28
Music Under the Clock	Saturdays 12 - 4pm July, August
Farmers Market	Saturdays July 7 – October 6
Kerrisdale Days & Kerrisdale Idol Contest!	Friday & Saturday, September 7 & 8
Annual General Meeting	Thursday, September 6, 2012 @ The Arbutus Club
October Halloween On Ice - Free Skate	October 28, 2012 3:45 - 5:30pm
Gliding On Ice - Free Skate	December 16, 2012 3:45 - 5:30pm
Christmas In Kerrisdale	Month of December 2012

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**Friday, April 27
Saturday, April 28**

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, 2012**

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!

We Love a Parade - April 28 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!

Kerrisdale Insider Hits a Homerun!

A classy little full-colour magazine has saturated the Kerrisdale market in the past month and it's a hit. Stylish with informative articles about the neighbourhood and businesses, it is the creation of Editor-in-Chief Carolynne Palla with support from Sandra Steier and Sarah Gordon. It is delivered free to Kerrisdale households and available at many Village stores. Ads are very reasonable and many KBA businesses are already hopping on board and supporting what promises to be a great go-direct marketing tool. Future issues of the *Kerrisdale Insider* are scheduled for April 20, June 22, August 17, October 5 and November 23. Deadline for the April issue is March 30. Contact info@pallamedia.com



Kerrisdale Parkade - Best Deal in Town

While cost of curbside meters quickly creeps up for hourly parking, more and more patrons and workers in the Kerrisdale area have found solace in the KBA Parade. Managed by the Kerrisdale Business Association but owned by the City, the Parkade at the laneway off Yew Street South and West 41st, offers \$40 monthly parking for folks working in Kerrisdale and two hour totally free parking for Village shoppers. In addition, the KBA Parkade is clean and maintained to the highest standard with nightly safety patrols by Provident Security. Please check it out by phoning Luna Management at 604-921-7807.

KBA Business Exchange - April 19th

In the hectic world of running a business there is little opportunity to meet what could be mutually beneficial business members. Here's an upcoming event to change all that. Kerrisdale's Sutton Group and Rotary Club Vancouver Arbutus will co-sponsor an informal Business Exchange for KBA members after work on Thursday April 19 from 5:30 – 7pm at Sutton Group, #200-5511 West Boulevard. Light refreshments will be served and bring along business cards for mutual exchange. A Door Prize will be offered. If you intend to come, please email your RSVP to iheller18@gmail.com

Kerrisdale Days Event Moves to Sept.

The traditional August Kerrisdale Days event has been moved back to the weekend of **September 7 & 8 in 2012**. Board members felt that the last few years have seen a decline in attendance due to families on holiday the last week before school starts. We will re-brand the event and puff it up with a possible free outdoor movie at Elm Park on the Friday night along with the local sponsorship of a seniors' picnic on Sunday. The Farmers Market is also planning a possible corn festival that weekend. Stay tuned.

Kerrisdalevillage.com

The above url is the Kerrisdale Business Association web site. Please go to it and check if your business is listed under the correct member category. Send in your changes, deletions and additions to info@kerrisdalevillage.com and we will get the web master to update. Remember, only Kerrisdale Businesses between Larch & Maple along 41st; West Boulevard between south West 39th and north West 42nd plus London Drugs building and walk-thru and Yew Street north to the lane, qualify as paying KBA members.

Welcome Signs, Cans Get Facelift

The iconic Kerrisdale Welcome signs were masterfully rebuilt by Marino Contracting last June making the cross-over area more up-to-date and fresh looking. As well, we added three new garbage receptacles and the City's three new Wayfinding signs which include Kerrisdale historical photos and information. The City is poised to repaint our lamp standards this year, budget permitting, and the Board has decided to go with a simple black colour which will meld nicely with our tan, buff and maroon KBA colours.