



**SECHELT'S
Seaside Village**

Where Locals Eat, Shop & Play...

Report to the AGM 2014

Special Thanks to:

- Mayor and Council, District of Sechelt
- Staff of the District of Sechelt
- Parks Dept, District of Sechelt
- Sechelt and District Chamber of Commerce
- Rae Anderson
- Kellei Baker
- Mary Bittroff
- Andre Boel
- Will & Robyn Boudreau
- Jan Brinton
- Cedardale Holdings
- Jeremy Chong
- Colleen Clarke
- Coasters Car Club
- Jim & Barb Cupit
- Lynne & Reg Dickson
- Joan Graham
- John Kennedy
- Ali Khan
- Bronia Kingsbury
- Gary Little
- Neil McKenzie
- Nova Melanson
- Dawn & Bob Miller, H&R Block
- Josh Miller, 2 Waters Publishing
- Cecilia Moonen
- Eva Nanson
- Tom Pinfold
- Ian Porter
- Randeesh
- Royal Canadian Legion Branch 140
- The Salvation Army Thrift Store, Sechelt
- Perry Schmitt
- Sechelt Arts Centre
- Sechelt Rotary Club
- Joe Stanton
- Roz Stanton
- Mark Startup
- Alison Taylor, Usable Web Designs
- Paul Toynbee
- Karen Weissenborn

SDBA Year at a Glance

President's Report to the 2014 AGM of the SDBA - February 27, 2014 **"To Champion a Unique, Vibrant, and Attractive Downtown"**

The SDBA had an interesting year in 2013 beginning in March with 11 board members, three trustees and Cecilia, our part-time Administrator, as we began a quest with a new vision. At our March retreat, we set goals for the year: to revamp our website, to hire a marketing consultant to help shape our future, to strive to improve our Sechelt Village image, and to encourage off-Coast traffic.

The 2013 AGM, Turn on the Power, was a great success with about 40 in attendance to hear James Cronk. Mr. Cronk's "The Power of On" presentation touched on how organizations achieve their goals and increase their profits by improving their systems, their service and their people! At the AGM, we recognized Jim and Barb Cupit of Cedardale Holdings for their support of the SDBA as our former landlords, and recognized Ann-Lynn Flowers & Gifts and Hummingbird Clinic with long-service awards.

The year started with the second Kiss on the Coast. This event was fun, and attracted 20 entries, with many businesses providing and sponsoring prizes for the winners. Also in February, the SDBA participated in the BIABC's Province-wide Turn Down the Heat campaign sponsored by FortisBC, with 384 sweaters being collected through drop-boxes at 11 business locations in downtown Sechelt.

In March, we held another Wearing Of The Green, on St. Patrick's Day with entertainment and lots of fun.

In May, the SDBA held a customer service seminar with Cathrine M. Ann of Consumer Connection Inc. at the Chatelech School theatre. While attendance was disappointing, at only 65, the content did much to inspire businesses to achieve the best customer service possible. We plan to repeat this topic in the near future.

The annual Canada Day in 2013 sported a new look. The theme, "Sechelt By The Sea", enhanced the usual parade, and when the crowds dispersed it was to experience a new venue. Businesses have wanted to have afternoon activities and vendors to relocate to the downtown core, and to downtown we came — vendors, music, cake, bingo, road hockey, and a host of open stores waiting for eager shoppers. Children's activities remained at Hackett Park. All-in-all it was an interesting day with excitement, confusion, and successes, and was certainly applauded by the downtown merchants. A large evaluation was held, and recommendations made.

Our 8th Annual Sechelt Night Market was bigger and better in 2013, with attendance most nights well over 450 people. Participation by vendors, many more businesses open and participating, special activities and the public all increased with

over 4500 people attending the 11 evenings of the 2013 Night Market. We again held a free bike draw sponsored by Off the Edge, and a raffle with prizes donated by Ali Khan and Ruth Moore of Prudential Sussex Realty (a cruise), BC Ferries (two return ferry trips to Vancouver), and Mermaid Tours (a sightseeing tour). We also continued into the second block of Cowrie Street. New in 2013 was a pork rib barbeque cookoff sponsored by Lucky's Smokehouse, and the Seashells by the Seashore Art Auction, organized by Artworks Gallery and Framing, that saw over 30 wood seashells decorated by local artists being auctioned off with proceeds to support marketing of downtown Sechelt.

In June, the SDBA's new logo was introduced. The new logo defines a new direction for the SDBA, one in which the seaside settings, the unique businesses and, most importantly, local community members are the focal points. The logo is intended to catch people's attention with a fresh and bright image. Each detail has been crafted to help highlight the fact that Sechelt's 'Seaside Village' is a must-see spot and that it truly is the core of our local community.

In July, the new SDBA website (www.secheltdowntown.com) was launched with many businesses participating. The website was designed by Alison Taylor, of Usable Web Designs. The balance of the year was spent fine-tuning the website.

Also in July, we again partnered with the Sechelt and District Chamber of Commerce for our 5th annual barbeque. Over 50 participants enjoyed great steaks from Butcher Dave's Meat Market, and a great evening of networking.

In October and December, the SDBA held two Business With A Twist functions, with Mark Startup from MySTORE, a division of the Retail Council of Canada, speaking on "The Customer Experience and Shopping Locally", and Rob Flux and Emily Fenton of The Coast Group Chartered Accountants talking on "Planning Opportunities and Pitfalls: Taxes and Beyond".

The annual Trick-or-Treat Trail was, as usual, very busy in the downtown.

The Christmas events were pared back in 2013. Stores were encouraged to stay open seven days a week during the busy Christmas shopping period, and several pre-Christmas events were all held on one day. The downtown featured new Christmas lighting on the light standards, return of Christmas lights to the chestnut trees at the Cenotaph, new SDBA banners, and gift wrapping and hot chocolate.

We continued to represent downtown Sechelt on the Revitalization Committee until late Spring, and since the Autumn,

continued overleaf ...

Thank you to the businesses who have actively supported the SDBA over the last year:

- All for Pets
- AJ Pumps & Water Management
- Ann-Lynn Flowers & Gifts
- Artworks Gallery & Framing
- Azur
- Bank of Montreal
- Black Bean Roasting Co.
- Blissful Yoga
- Blue Magnolia
- Boudoir Women's Apparel
- Bravo Floors + Décor
- Butcher Dave's Meat Market
- Cactus Flower Fashions
- Carrot & Bean
- Clayton's Heritage Market
- Coast Copy Centre
- The Coast Group Chartered Accountants
- Coast Reporter
- Community Futures
- Custom Carpets
- Daphne's
- Dolphin Physio & Fitness
- Driftwood Inn / Pebbles Restaurant
- Emerald Day Spa / Nite Star
- Extras
- Fibre Expressions Quilt Shop
- Finesse Home Fragrances
- Flying Saucer
- 4Cats Studio
- 420 Hemp Shop
- Fresh from the Coast
- Gelato Plus
- Georgian Trading Company
- Gibsons Building Supplies
- Gilligan's Pub
- Good Stuff Health Foods
- H&R Block
- Hummingbird Clinic
- Inch by Inch Women's Fitness
- Insightful Visions
- J&B Technical Group
- KISS
- Les Fleurs De Fi Flower Shoppe
- Lighthouse Liquor Store
- The Local
- Lucky's Smokehouse
- Lucy's
- Maribel's Fine Fashions
- MediChair
- Mrs. Sew & Sew
- Ocean View Drafting
- Off The Edge Bike Shop
- Olson Electric
- One-O-One Stationary
- Palmeros
- Pastimes
- Paul's Paintin' Place
- Pearl's Bakery
- Pharmasave
- Pretty Natty Duds
- Prudential Sussex Realty
- Rainbow Room
- ReDecor
- Red Line Shoes
- Redfish
- Reflections Bed and Bath
- Re/Max Oceanview Realty
- Rent-It Canada
- RBC Royal Bank
- St. Mary's Thrift Shoppe
- The Salvation Army Thrift Store, Sechelt
- ScotiaBank
- Sears
- Sechelt Animal Hospital
- Sechelt Barber Shop
- Sechelt Fish Market
- Sechelt Insurance
- Sechelt Shell Service
- Sechelt Sign & Printing
- Sechelt Volunteer & Visitor Centre
- Sergios
- Service BC
- Sew Easy
- Shoppers Drug Mart
- Sophies Diner
- Sound Attraction
- Stefanik Marketing
- Strait Music
- Subway
- Suncoast Lock, Trophies and Gifts
- Sunny Market
- Sunshine Coast Association for Community Living
- Sunshine Coast Credit Union
- Sunstones Gems & Jewelry
- Suzanne's
- Talewind Books

Thank You to...

SDBA 2013 Board of Directors

Jason Day	Nova Melanson	Jennifer Stapleton
Jim Edgar	Dennis Olson	Christie Totten
Rob Flux	Duane Perrett	Katharine Trueman
Teresa Fournier	Dave Richardson	

SDBA Trustees

Jolyne Ball	Marg Morris	Bill Norris
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District of Sechelt Liaisons

Darnelda Siegers	Doug Hockley
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Sechelt Chamber of Commerce Liaisons

Kate McQuaid	Christine Stefanik
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SDBA Administrators

Cecilia Moonen	Susan Ferguson
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The Coast Group
CHARTERED ACCOUNTANTS

Lisa L. Kennedy, CGA Richard K. Wilson, BBA, CA
Robert E. Flux, CA, CFP

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SDBA Year at a Glance—continued

we have been a part of Sechelt Innovations, a new initiative of the District of Sechelt. And we are always looking for ways to further beautify Sechelt.

The big change in 2013 was the establishment of a marketing committee. The members of the Marketing Committee, Teresa Fournier, Eva Nanson, Duane Perrett, Christine Totten, and Karen Weissenborn, worked hard with our marketing consultant, Josh Miller of 2 Waters Publishing, to focus the activities of the SDBA on marketing the downtown business core of Sechelt. The committee developed an all-encompassing marketing plan for the SDBA. This resulted in several changes to the activities of the SDBA during 2013, with further changes coming in 2014 as the marketing plan works through its first year. The marketing plan was adopted in principle by the SDBA Board of Directors in November. The marketing plan focuses the energy of the SDBA on four annual events during the year.

As we move into another year of service to downtown Sechelt, we encourage you to support the SDBA board so that they can be successful on your behalf. Get involved! You are welcome to attend SDBA board meetings, usually held on the 1st Thursday of each month (except July and August) at 6:00 p.m. at the SDBA office. Members are also welcome to attend any committee meetings of the SDBA—these are held at various times and locations.

Respectfully submitted,

Katharine Trueman, President, SDBA

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| • Three Dog Bakery | • Wakefield Home Builders |
| • Trail Bay Centre Mall | • Wakefield Jewellers |
| • Trail Bay Developments | • Warehouse Shoppers' Express |
| • Trail Bay Source for Sports | • Watermark at Sechelt |
| • Trails End Construction | • Westland Insurance |
| • Travel Masters | • Wheatberries |
| • Twisted | • Wren's Logos |
| • Ty's Fine Foods & Bistro | |
| • Upstairs & Downstairs Shoppe | |
| • The Village Restaurant | |
| • Vortex | |

If I have missed anyone, please accept my sincere apologies, and our heartfelt thanks for your support.