



Where Locals Eat, Shop & Play...

Report to the AGM 2015

Special Thanks to:

- Mayor and Council, District of Sechelt (both outgoing and incoming)
- Staff of the District of Sechelt
- Parks Department, District of Sechelt
- Sechelt and District Chamber of Commerce
- Kellei Baker
- Mary Bittroff
- Will & Robyn Boudreau
- Jan Brinton
- Jeremy Chong
- Colleen Clarke
- Coasters Car Club
- Jim & Barb Cupit
- Lynne & Reg Dickson
- Susan Ferguson
- Joan Graham
- John Kennedy
- Bronia Kingsbury
- Gary Little
- Dawn & Bob Miller, H&R Block
- Josh Miller, 2 Waters Publishing
- Cecilia Moonen
- Tom Pinfold
- Royal Canadian Legion Branch 140
- The Salvation Army Thrift Store, Sechelt
- Perry Schmitt
- Sechelt Arts Centre
- Sechelt Rotary Club
- Alison Taylor, Usable Web Designs
- Karen Weissenborn

SDBA Year at a Glance

President's Report to the 2015 AGM of the SDBA - February 26, 2015 "To Champion a Unique, Vibrant, and Attractive Downtown"

The year 2014 at the SDBA has been very busy as well as challenging. We began the year with 10 board members and one trustee. In April we were able to appoint Cindy Buis from Artworks to the Board. In April, Susan Ferguson gave her resignation as the SDBA's Administrator, and we were able to rehire Cecilia Moonen who stayed through December. At that time we hired Kerry Jenkins to start January 5, 2015.

The 2014 AGM was successful with Josh Miller presenting our new "Marketing Plan" and further explanation on our new logo which was launched in June of 2013. Dave Jephcott gave us an overview on Sechelt Innovations and some of the plans which would unfold in 2014.

In February the SDBA participated in the BIABC's 2nd annual Province-wide "Turn Down the Heat" campaign sponsored by FortisBC, with 683 sweaters being collected through drop-boxes at business locations and at Trail Bay Centre Mall. We placed 3rd overall in collections amongst the 23 BIAs in the Province who participated. Well done Sechelt!

In April we began "Around Town" (formerly Business with a Twist). This event is an opportunity for businesses to network and show case. This event was co-sponsored by Pebbles, and was well attended with five businesses giving presentations.

Coffee and Chat was removed from the SDBA's chain of events as some businesses felt it was not beneficial at this time.

In accordance with our Marketing Plan we were to have held an April event but as we were unable to find a coordinator this did not happen. Plans did begin for our Oktoberfest in October.

The Annual Canada Day in 2014 was another hit. While crowds were waiting for the parade, the Sunshine Community Band entertained at the Old Church on Cowrie Street. The parade began at 10:30 with the Mile Run followed by the decorated bikes and the Coasters Car Club. The theme "Sechelt, Heart of the Sunshine Coast - Celebrating Canada" enhanced the usual parade which was larger than in 2013. As the last parade entry passed The Dock, the crowds were encouraged by "The Tiger Dance" to stop and enjoy the dance which then led to the opening of the Canada Day festivities. This was led by Mayor John Henderson, MLA Nicholas Simons, Chief Calvin Craigan from the shisháhl Nation, and Gary Nohr representing the SCRD. Cake was then served. Among

activities in the downtown core was the addition of a Beer Festival co-sponsored by ReMax and Gilligan's Pub and Beer Store. We added a Fashion Show co-sponsored by Lucy's with at least ten stores participating. We had a photo booth, dog parade and activities, and many stores joined the day by remaining open for shoppers who happened to pass by.

At Hackett Park, Canada Day was opened at the Main Stage and cake was served. The upper Park was very busy with music, crafters, the Coaster's Car Club display and food vendors.

The lower field was packed with crafts, children's music and entertainment, climbing wall, bouncy castle, bike safety, and various displays including Lacrosse in the Tennis Courts. Gibsons Building Supplies were also on hand with a unique birdhouse for all the youngsters to build and take.

At Trail and Cowrie we had a magician and puppet shows. Bingo was also popular. At the Seniors Centre, Nikki Weber organized our first Canada Day Talent Show which was a great success, packed with supporters for all the young local talent that was show cased.

With the additions of new decorations, which included windsocks, flags, themed signage the village was very well turned out.

The balance of the summer was fairly quiet as this was the first year the Sechelt Night Market was not held as it was phased out in our new Marketing Plan. We did have a few buskers on the street on Saturday and hope to build on this program in 2015.

August saw the SDBA gearing up for our first Oktoberfest. Jennifer Stapleton from the Rainbow Room headed the committee which offered a full day of music food, a chili cook-off and a beer garden. Certainly a good effort for our first time around and we hope to build on it for 2015.

Included in Oktoberfest was our second annual Seashells by the Seashore Art Auction. These seashells were decorated by local artists using a number of media, and auctioned off with the proceeds to support marketing the downtown.

Wi-Fi was launched on Cowrie Street this year through the efforts of the District of Sechelt, Sechelt Innovations, Telus and the SDBA.

Christmas saw the installation of lights in the trees along Cowrie. This project was implemented by the District of Sechelt, but the

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
- The Bakery
- Bank of Montreal
- Black Bean Roasting Co.
- Blissful Yoga
- Blue Magnolia
- Bravo Floors + Décor
- Butcher Dave's Meat Market
- Carrot & Bean
- Cedardale Holdings
- Clayton's Heritage Market
- Coast Copy Centre
- The Coast Group Chartered Accountants
- Coast Reporter
- Custom Carpets
- Dolphin Physio & Fitness
- Driftwood Inn / Pebbles Restaurant
- East 4th Vintage
- Emerald Day Spa / Nite Star
- Extras
- Fibre Expressions Quilt Shop
- Flying Saucer
- Fresh from the Coast
- Georgian Trading Company
- Gibsons Building Supplies
- Gilligan's Pub
- Good Stuff Health Foods
- H&R Block
- Hummingbird Clinic
- Insightful Visions
- J&B Technical Group
- KISS
- Les Fleurs De Fi Flower Shoppe
- Lighthouse Liquor Store
- The Local
- Lucy's
- Maribel's Fine Fashions
- Off The Edge Bike Shop
- Olson Electric
- Palmeros
- Pastimes
- Paul's Paintin' Place
- Pearl's Bakery
- Pharmasave
- Pretty Natty Duds
- Rainbow Room
- ReDecor
- Red Line Shoes
- Redfish
- Reflections Bed and Bath
- Re/Max Oceanview Realty
- Rent-It Canada
- RBC Royal Bank
- Royal LePage Sussex Realty
- Saffron Restaurant
- The Salvation Army Thrift Store, Sechelt
- ScotiaBank
- Sears
- Sechelt Animal Hospital
- Sechelt Barber Shop
- Sechelt Fish Market
- Sechelt Home Hardware
- Sechelt Insurance
- Sechelt Shell Service
- Sechelt Volunteer & Visitor Centre
- Sergios
- Service BC
- Sew Easy
- Shoppers Drug Mart
- Sound Attraction
- Stefanik Marketing
- Strait Music
- Sunshine Coast Credit Union
- Sunstones Gems & Jewelry
- Talewind Books
- Three Dog Bakery
- Trail Bay Centre Mall
- Trail Bay Developments
- Trail Bay Source for Sports
- Travel Masters
- Ty's Fine Foods & Bistro
- Upstairs & Downstairs Shoppe
- The Village Restaurant
- Vortex
- Warehouse Shoppers' Express
- Watermark at Sechelt
- Westland Insurance

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

Thank You to...

SDBA 2014 Board of Directors

Cindy Buis (appointed April 2014)	Rob Flux	Yvonne Paulson
Jason Day	Deborah Hendsbee	Dave Richardson
Jim Edgar	Darren Inkster	Jennifer Stapleton
	Dennis Olson	Katharine Trueman

SDBA Trustee

Marg Morris

District of Sechelt Liaisons

Doug Hockley	Tom Lamb	Darnelda Siegers
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Sechelt Chamber of Commerce Liaison

Christine Stefanik

SDBA Administrators

Susan Ferguson	Cecilia Moonen
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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*

SDBA has long since lobbied for this to happen. With Wi Fi requiring power this was finally able to become a reality. We wish to thank the Sechelt Parks Department for a job well done.

Christmas saw a few additions. The children's craft event returned and had a very successful afternoon at Trail Bay Centre Mall. The tables were packed with youth wanting to make all the many different crafts available. Light the Lights saw approximately 300 supporters turn up at Rockwood Lodge for the festival and carol singing. And the Parade of Lights returned - co-sponsored by the Rotary Club of Sechelt, this event drew crowds to see the beautifully decorated trucks. We are looking forward to more participants next year. After the parade, Santa was ready to meet and greet all the families and pictures were taken by John Davis of Bravo Floors + Decor. The Arbutus Sounds sang carols up and down the street.

Also returning this year was the Shop Sechelt campaign to encourage shoppers to shop in Sechelt. At the end of the campaign, 20 lucky shoppers each received a \$50 gift certificate redeemable at any business within the SDBA.

We continue to represent the village on the Revitalization Committee and Sechelt Innovations. We continue to look for further ways to beautify Sechelt.

With the renewal of the SDBA's mandate coming up in 2016, we are working closely with the District of Sechelt to devise a funding scheme that will be fairer to all businesses concerned.

As we move into our 21st year of service to Sechelt Village, we encourage you to support the SDBA board so together we can ensure that the village is unique, vibrant and has an attractive downtown. Get involved! Get involved! You are welcome to attend SDBA board meetings usually held on the first Monday of each month (except July and August) at 6:00 pm at the SDBA Office. Members are also welcome to attend any committee meetings of the SDBA that plan the events happening in the downtown - they are held at various times and locations. Without your participation events cannot happen.

Businesses that stick together grow together!

Respectfully submitted,

Katharine Trueman, President, SDBA