



Where Locals Eat, Shop & Play...

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

## President's Report to the AGM 2018

### Special Thanks to:

- Mayor and Council, District of Sechelt
- Staff of the District of Sechelt
- Parks Department, District of Sechelt
- Sechelt and District Chamber of Commerce
- Jolyne & Harold Ball
- Mary Bittroff
- Cedardale Holdings
- Jeremy Chong
- Coasters Car Club
- Lynne & Reg Dickson
- Joan Graham
- Connie Jordison
- Peter Lietz
- Ruth Moore
- Perry Schmitt
- Sechelt Arts Centre
- Sechelt Rotary Club
- Siobhan Smith
- Sunshine Coast Lions Club
- Kristi Swanson
- Alison Taylor, Usable Web Designs
- Jordan & Helen Tolton

### SDBA Year at a Glance

#### *President's Report to the 2018 AGM of the SDBA - February 22, 2018* **"To Champion a Unique, Vibrant, and Attractive Downtown"**

In 2018, the Board of the SDBA began plans to build on the new energy, exciting ideas and positive direction that was being shared by many businesses.

The biggest challenge that the SDBA faced in 2017 was the renewal of the Business Improvement Area (BIA) bylaw that provides funding for the operation of the SDBA. Key this year was the implementation of a graduated levy structure that replaced the previous flat fee on each property. This levy structure reduced the levy for single-business properties, and was also instrumental in increasing the funding to the SDBA.

The 2017 AGM offered a full agenda, an election of six Directors (Dennis Olson, Cindy Buis, Alton Toth, Christine Toynbee, Liana Leskie and Paul Meyer) and the re-appointment of two Trustees (Dan Fairholm and Ric Leskie). The AGM also saw the passing of a new constitution and bylaws for the organization.

At the AGM, the following people were recognized: Debbie Hendsbee for two years of service on the SDBA Board of Directors; Jason Day for five years of service on the SDBA Board of Directors; and Bob and Cathie Crosbie, former owners of the Driftwood Inn, for their wonderful support of the SDBA for many, many years.

The guest speaker at the AGM was Lowrie Olafson, who presented Re-Igniting Purpose and Possibility – in your Work and your Life with words and music.

Our first big event of the year was held April 22 ... the "Taste of Sechelt Business Fair". Our outside venue was held in the blocks of Cowrie between Trail and Wharf. Music and children's activities were included. Approximately 35 businesses participated in the fair which also boasted the Coaster's Car Club. A few businesses along the street on Cowrie also did some displays outside. All in all, the event attracted well over 400 shoppers and interested parties. Plans will be made to build further on this in event in 2018. We hope to include other features, and to include as many businesses as possible.

Sechelt's Canada Day 2017 was a huge success, with the theme of "Celebrating Canada 150" to celebrate Canada's sesquicentennial

Crowds lined up early for the parade and were treated to the Sun Coast Concert Band who entertained on Cowrie Street. The parade began at 10:30 with decorated bikes and the Coaster's Car Club parade of vintage cars. As the last parade entry passed The Dock, the

crowds were encouraged by the popular "Tiger Dance" to stop and enjoy the suspense of the tiger. Immediately after, the official Canada Day festivities were held at The Dock. This year an enthusiastic crowd was welcomed by Mayor Bruce Milne, Andy Johnston from the shísháhlh Nation. Cake was next on the agenda.

On Cowrie Street, there was our 4<sup>th</sup> Annual Beer Festival, bingo, lots of music, and great food. In lower Cowrie Street there was Hawaiian dancing, fiddle music and electric cars.

The upper part of Hackett Park was very busy with crafters, the Coaster's Car Club display, food vendors, and the greatly expanded firefighter games.

The lower field was packed with crafts, children's music and entertainment, climbing wall, bouncy castle and bike safety, plus the petting zoo and pony rides.

Canada Day is a big event and we would not be able to move forward without the support of our major sponsors. Special thanks to the District of Sechelt and to Heritage Canada in addition to the support of many of our member businesses.

The 4<sup>th</sup> annual Talent Show was again organized by Nikki Weber at the Seniors Centre with 19 entries this year. The hall was packed as the audience enjoyed the excellent entertainment provided by our local youth.

In June of 2017, the SDBA started the process to develop a strategic plan for the organization. This included polling our member businesses for their thoughts and ideas. In September, we held an information session to obtain further input from members. The Board of Directors held a retreat with facilitators to consider the many ideas expressed, and to develop the strategic plan. The strategic plan was accepted by the Board in November. A copy of the strategic plan is available from the SDBA office.

Last summer, as the result of a government grant, the SDBA hired a summer student, Brea, who launched the summer ambassador program, and helped businesses set up websites of their own. We have applied for a grant for 2018 to continue this program.

Thanks to the Parks Department for the great job that they do with our floral displays.

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

- All for Pets
- Ann-Lynn Flowers & Gifts
- Artworks Gallery & Framing
- Azur
- The Bakery
- Bank of Montreal
- Basted Baker
- Blue Magnolia
- Bravo Floors + Décor
- Butcher Dave's Meat Market
- Cedardale Holdings
- Clayton's Heritage Market
- Coast Copy Centre
- The Coast Group Chartered Professional Accountants
- Coast Reporter
- Coastal Crust
- Dolphin Physio & Fitness
- Driftwood Inn / Pebbles Restaurant
- East 4th Vintage
- Fibre Expressions Quilt Shop
- Flying Saucer
- Fossello's
- Fresh from the Coast
- Georgian Trading Company
- Gibsons Building Supplies
- Gilligan's Pub
- Good Stuff Health Foods
- Great Canadian Dollar Store
- H&R Block
- The Hemp Shop
- Holywell Properties
- Hummingbird Clinic
- IDA Drugstore
- Insightful Visions
- JB Technical Group
- Les Fleurs De Fi Flower Shoppe
- Lighthouse Liquor Store
- The Local
- Maribel's Fine Fashions
- Moorestock
- Off The Edge Bike Shop
- Olson Electric
- One-O-One Office Supply
- Pastimes
- Paul's Paintin' Place
- Pharmasave
- PKLS Burgers
- Plethora Fine Foods
- Pretty Natty Duds
- Rainbow Room
- ReDecor
- Reflections Bed and Bath Collections
- Re/Max Ocean View Realty
- Rent-It Canada
- RBC Royal Bank
- Royal LePage Sussex Realty
- Saffron Restaurant
- The Salvation Army Thrift Store, Sechelt
- ScotiaBank
- Sechelt Animal Hospital
- Sechelt Barber Shop
- Sechelt Fish Market
- Sechelt Home Hardware
- Sechelt Hospital Thrift Store
- Sechelt Insurance
- Sechelt Shell Service
- Sechelt Sign and Printing
- Sechelt Visitor Centre
- Sew Easy
- The Slipper Factory
- Strait Music
- Sunshine Coast Credit Union
- Sunstones Gems & Jewelry
- The Sweet Shop
- Talewind Books
- Trail Bay Café
- Trail Bay Centre Mall
- Trail Bay Developments
- Trail Bay Properties
- Trail Bay Source for Sports
- Travel Masters
- Ty's Fine Foods & Bistro
- Upstairs & Downstairs Shoppe
- The Village Restaurant
- Warehouse Shoppers' Express
- West Coast Logos
- Westland Insurance

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

## Thank You to...

### SDBA 2017 Board of Directors

Cindy Buis	Paul Meyer	Dave Richardson	Alton Toth
Jason Day	Dennis Olson	Laura Smit	Kristine Toynbee
Liana Leskie	Lauri Paul	Jennifer Stapleton	Katharine Trueman

### SDBA Trustees

Dan Fairholm Ric Leskie

### District of Sechelt Liaison

Mike Shanks

### SDBA Executive Director

Matt McLean



Lisa L. Kennedy, CPA, CGA Richard K. Wilson, BBA, CPA, CA  
Robert E. Flux, CPA, CA, CFP Chris Reid, CPA, CA, CFP, TEP

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Toll-Free: 1-855-885-2254 Tel: 604-885-2254 Fax: 604-885-3779

200 - 5710 Teredo St. Sechelt, B.C.

info@thecoastgroup.ca www.thecoastgroup.ca

### SDBA Year at a Glance—continued

Our 4<sup>th</sup> annual Oktoberfest was held September 30 and we closed Cowrie Street between Trail and Wharf. Our main venue was our Craft Beer Festival. There were children's activities as well. We continued to build on the events from previous years, and were pleased with the large turnout in spite of periods of rain during the day. We also were very pleased by the participation of the merchants on the street.

In October, the SDBA participated in the BIABC's 5<sup>th</sup> annual Province-wide "Turn Down the Heat" campaign sponsored by FortisBC. We collected more than 400 sweaters at our downtown collection locations.

Christmas was celebrated in Sechelt on December 2 with our big event. In preparation new lights were added on Dolphin, and our wreaths and lights on the poles helped put us into the mood. The day was busy with music, roving musicians, hot chocolate and the ever popular children's craft tables in the Trail Bay Centre Mall. At 5:00 Light the Lights was once again enjoyed by about 300 community numbers with free hot chocolate being served by The Salvation Army. Special thanks to Lynne and Reg Dickson.

Our Parade of Lights was bigger and better than ever with about 25 entries. The show was a sight to behold with the many vehicles ablaze with lights. The streets were lined with excited families and they were not disappointed thanks to the hard work of coordinator Kristi Swanson. Entertainment was also provided by a fire juggler who was well received. The crowd of spectators was estimated at over 1000. The Parade of Lights will be back in 2018.

Thanks also to Ruth Moore who organized the children's make-and-take Christmas crafts, and John Davis who photographed everyone with Santa.

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.

In 2017, the SDBA developed a new colour brochure to promote the many businesses of Sechelt's downtown.

As we move into our 24<sup>th</sup> 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! You are welcome to attend SDBA board meetings usually held on the second Monday of each month (except July) at 6:00 pm—check the SDBA website at [www.secheltdowntown.com](http://www.secheltdowntown.com) for location. 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.

Again our thanks to the many businesses who continued to support our efforts, and to the District of Sechelt for their support and encouragement. Thanks also to our community supporters who shop locally.

I would like thank the Board of Directors who have done a great job again this year. I would also like to thank our Executive Director, Matt McLean, who is actively supporting the SDBA as it grows and matures in the community.

Respectfully submitted,

Katharine Trueman, President, SDBA

**"Businesses that stick together grow together"**