



# CONNECTIONS

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**Mar 2010**

Newsletter of the Strathcona Business Improvement Association

## Strathcona BIA

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## Office Staff

### Executive Director

Cathy Kwan

### Administrator

Gretchen Overholtzer

## Executive Director's Report:

It seemed just days ago the Olympic Torch passed through our streets and kicked off the 2010 Winter Olympics. We hope you caught a glimpse of the flame and enjoyed the excitement that followed. There is a lot to tell you about in this issue so let's get started....

### Strathcona BIA Renewal: Court of Revision

In the last step of the Strathcona BIA's renewal process **Claude Lemay, Chair** outlined the SBIA's programs, initiatives and renewal outreach to **Vancouver City Council** at the February 4th Court of Revision. Council voted unanimously to renew the SBIA and establish a new funding ceiling. We would like to take this time to thank all of our members and community partners who took the time to provide feedback throughout the renewal process, as well as those who submitted letters of support.

### On the Coast Live at the Patricia Hotel

On January 15th **CBC's On the Coast with Stephen Quinn** broadcasted live from the **Patricia Hotel**, 403 E. Hastings St. The show explored the culture of the Downtown Eastside and Strathcona communities through profiles, performances and interviews including **SBIA Executive Director Cathy Kwan**. The show was followed by a concert at **Pat's Pub** as a tribute to musical icon **Jelly Roll Morton**.

Morton considered himself the inventor of jazz and is one of the most acclaimed pianists and composers of the genre. He came to Vancouver in 1919 where he played piano at the **Patricia Café (now Pat's Pub)** during the golden age of entertainment on the Hastings Street strip. **Listen to the concert at:**

**CBC Concerts On Demand - [www.cbc.ca/radio2/cod/concerts/20100115jelly](http://www.cbc.ca/radio2/cod/concerts/20100115jelly)**

### Proactive Policing for Strathcona

**Councillor George Chow** successfully introduced a motion to city council on January 19th to look at the feasibility of opening a community policing centre in Strathcona. **"It would be a long term solution to managing public safety issues in the community without constantly having to add police," said Chow.** The motion is due to SBIA advocacy efforts to city council for support in establishing a greater police presence in Strathcona. Senior city staff will now explore the feasibility of establishing a community policing centre in Strathcona as well as other **proactive policing strategies**. Thank you to all SBIA members who submitted letters of support for proactive policing!



**Ron Suzuki, Recreation Programmer at the Strathcona Community Centre, runs the Olympic Torch through Strathcona on Friday Feb. 12th**  
Photo Credit: Nick Routley



**Heather White of Ghost CEO explains the ins and outs of building business in a downward market at January's workshop**

### Ten Deadly Sins of Business Development

The SBIA is co-hosting our second business development workshop with Ghost CEO's Heather White. Attendees of our January workshop noted the format was personal and informative. The March workshop will focus on mistakes that are commonly made when designing a business development plan.

**10 Deadly Sins of Business Development: Thursday, March 18th, 2010 7:30am.**

**Where: Strathcona Community Centre**

**RSVP by March 15th at:**

**<http://strathconabia.com/eventRegistration.php>**

**Space is limited, so act now to save your spot!**

## PROGRESS REPORT

	2006-2007*	2007-2008*	2008-2009*	So far...
Street Cleaning	1296	1311	5567	6853
Graffiti Tags Removed	1842	1940	3634	3234
Security Hours	7024	7916	7712	3956

\*calculated by SBIA's fiscal year from April 1 - March 31 of the following year

## Mark Your Calendar

**GHOST CEO: 10 Deadly Sins of Business Development**  
Thursday March 18, 2010 7:30am

**Strathcona Community Centre – Multipurpose Room**

**RSVP Monday March 15th, 2010 – Space is limited, reserve today!**

**GHOST CEO: Marketing for Small Businesses (Social Media Focus)**

Thursday April 15, 2010 7:30am

**Sustainability Expo 2.010**

**Coming this fall!**

## Did You Know?

### Neighbourhood Crime Alert Service

The Vancouver Police Foundation has donated funding for an innovative crime prevention and awareness program, the **Neighbourhood Crime Alert Service**. With this service you can receive updates on crime in your neighbourhood. You can also choose to receive a weekly email showing thermal imaging of crimes reported to the VPD. This new program aims to engage the community, increase public awareness and allow people to take an active role in preventing crime that directly affects them. **Sign up at: [www.vpdcrimealerts.ca](http://www.vpdcrimealerts.ca)**



### Property Owners Corner

#### ecoENERGY Retrofit Incentive from Natural Resources Canada

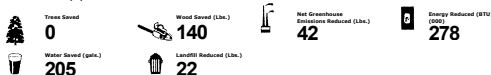
Owners of small and medium-sized buildings in the commercial and institutional sectors often lack the financial and technical resources for energy improvements. **Natural Resources Canada's - Office of Energy Efficiency** is offering a retrofit incentive for commercial/ institutional buildings and industrial processes. If you have not yet started a new energy efficiency project, you could receive up to **25 % of eligible project costs or \$50,000 per project**. The program ends March 31, 2012 or when all funds are committed, so act today.

**For more information check out <http://oe.nrcan.gc.ca>, or call the InfoServices Line toll-free at 1-877-360-5500.**



Eos Lightmedia's addition to the recent renovations at Vancouver's Queen Elizabeth Theatre

Environmental savings for using 40 Lbs of Save-A-Tree® paper



Think Green. Think Strathcona First.  
[www.strathconabia.com](http://www.strathconabia.com)

## Green Zone

### Vancity Community Grant

The Strathcona BIA has been awarded a **\$2500 Vancity Community Project Grant** for the **2010 Sustainability Expo**. The Vancity Community Project Grant Program invests in local organizations that improve the quality of life – social, economic, and environmental – in local communities. **The SBIA will host the third expo in fall 2010**. Look out for details in the coming months.



Toby Barazzuol, SBIA Vice Chair, Cathy Kwan, SBIA Executive Director receive a \$2500 Vancity Community Project Grant from Duncan Mcguffie, Vancity's Fairview Community Branch Manager

### Green Light: Eos Lightmedia 320 - 825 Powell St.

**Eos Lightmedia** is an award winning lighting and media design firm with over 25 years of worldwide experience in environment creation. Eos creates visual environments for architecture, themed attractions, exhibits, museums, presentation centers, and public art. Energy efficiency, without compromising design, is a significant focus of the team. Eos believes that being green should be beautiful, light can be used innovatively to meet the requirements of both good design and eco-consciousness.

With just over a year on Powell Street Eos is pleased with the location. **"As a start-up company, Eos needed a neighbourhood that was in close proximity to downtown without the downtown prices. Strathcona was the perfect choice and we couldn't resist the incredible water and mountain views."** – Joel Marc Senior Manager of Business Development.

Launched in 2008, the Eos team has completed over twenty major projects such as the King Abdullah University of Science and Technology in Saudi Arabia, as well as the **Vancouver Host City Pavilion** and **Alberta Pavilion** for the **2010 Winter Games**. Eos Lightmedia is a name that will be associated with innovative and eco-conscious lightmedia design for years to come. Check out one of their most recent light makeovers at the newly reopened Queen Elizabeth Theatre. [www.eoslightmedia.com](http://www.eoslightmedia.com)



### Presidential Tweets: Invoke Media 37 Dunley



From L to R Invoke Media's Kate LeGresley, Social Marketing Coordinator and Dario Meli Partner and Business Strategist

Established in 2000, **Invoke Media** is the Strathcona-based award winning interactive agency that created Hootsuite and Memelabs. Invoke provides branding and product development via online advertising, viral campaigns, mobile advertising and social application development. Through these projects Invoke is able to create stand alone products like Hootsuite.

**Hootsuite** is a social media dashboard that lets you run multiple accounts (Twitter, Facebook, etc). Two months into its release it was already winning awards and now has over 300,000 users including the White House, ESPN and Disney. The edge is in the analytics which shows return on investment - this speaks to companies who are wary of the merits of using Twitter and other social media tools. Following the mega-trends of mobile, social, and real time networking is **Memelabs**, a top-ranking video-contest platform. Invoke was one of the first on the viral video contest train and remains a leader.

Partner Dario Meli says **"Invoke's greatest strength is our well roundedness and that we consistently get to have fun with our work,"** adding the past three years in Strathcona have been great. **"I love the neighbourhood,"** says Dario, noting the proximity the Invoke office has to a number of like minded companies in the tech industry. Invoke is currently working on a marketing campaign for US based Ben & Jerry's to promote their products in Asia. With Invoke's impressive client list and a staff of over 30 and growing, they are here to stay.

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