



Strathcona BIA

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Executive Director's Report

Sustainability 2.0: The Evolution of Green brings over 250 attendees to Strathcona, 1 New Yorker, 4 City Councillors & 1 Mayor



Majora Carter Addresses Sustainability 2.0 Expo Goers

On Thursday, April 2, 2009, the **Strathcona Business Improvement Association's (SBIA) Sustainability** committee hosted our second annual sustainability expo for small business. This successful event was held on the 300 block of Dunlevy Avenue, in ChapelArts and across the street at Wiens Studio. The purpose of the event was to educate businesses on how to collaborate with each other on sustainability initiatives to help businesses profit and succeed during these challenging economic times. Over 250 attendees, including business owners, residents, and service providers from Vancouver had a chance to network with SBIA 'green' suppliers. SBIA businesses shared their green journey during the Shades of Green speaking panel, highlighting businesses at different stages of sustainability.

To assist the SBIA in inspiring a culture of a sustainable business community, SBIA was honored to bring **Majora Carter**, founder of environmental advocacy group Sustainable South Bronx of New York, as the keynote speaker. Majora has spent the past decade working on making environmental sustainability a guiding principle of urban renewal, particularly in impoverished communities. As a result of her work, which encompasses improving public health and building local economies through develop-

ing green jobs, she has received numerous accolades, such as the prestigious MacArthur "Genius" Fellowship, and being named twice by the New York Post as one of the city's most influential women. The parallels between Majora's work to 'Green the Ghetto' in the South Bronx, and the interesting social dynamic in Strathcona along with SBIA's drive towards sustainability, made Majora's work relevant to the area. In engaging Majora, Strathcona can learn from her successes and challenges of how sustainability and building a green local economy can provide some avenue of success for our neighbourhood.

The same afternoon prior to Sustainability 2.0, the SBIA organized a walking tour with Majora, **Mayor Gregor Robertson**, and COV staff to discuss the parallels between Strathcona and the South Bronx.

"Placing an environmental lens on the Downtown Eastside, a neighbourhood that is often defined by its poverty and large homeless population, can be key to improving the social and economic progress of its residents", says **Mayor Robertson**.

Not only did local business & residents come to Strathcona to support & learn at Sustainability 2.0, **Councillors Geoff Meggs, Heather Deal, & Ellen Woodsworth** visited throughout the event & to hear Majora Carter's inspirational keynote. Acting as Deputy Mayor, **Councillor Reimer** also presented heartfelt closing remarks. Many thanks to all of our sponsors, exhibitors, and supporters for helping us make this event even more successful than last year.



Strathcona walking tour L to R: SBIA Vice Chair Toby Barazzuol, Mayor Gregor Robertson, COV Planner Kira Gerwing, Majora Carter, COV Planner Jessica Chen, & SBIA Executive Director Cathy Kwan

Mural applications are now being accepted!

The SBIA is now accepting mural applications from members who are interested in having a work of art displayed on their building. Murals have been found to be a great deterrent to graffiti and can benefit the surrounding area by beautifying the neighbourhood. If you are interested in having a free mural installed on your building, please contact the SBIA office by June 30th 2009 for a mural application.

PROGRESS REPORT



| Year | 2005-2006* | 2006-2007* | 2007-2008* | 2008-2009* |
|-----------------|------------|------------|------------|------------|
| Street Cleaning | 1403 | 1296 | 1311 | 5567 |
| Graffiti Tags | 1795 | 1842 | 1940 | 3634 |
| Security Hours | 6120 | 7024 | 7916 | 7712 |

* denotes fiscal year – April 1st-March 31st of the following year

Mark Your Calendar

SBIA Waste Reuse Workshop
Learn how to creatively redistribute waste.
Tuesday May 26th from 7:30am-9:30am
Strathcona Community Center, 601 Keefer St
Please RSVP to admin_strathconabia@telus.net
by May 22nd.

Waste Reuse Workshop: Learn How Your Waste Can Save You Money

On Tuesday May 26th the SBIA is hosting a **Waste Reuse Workshop**. Waste reuse involves businesses discovering new uses for waste materials through selling, trading or donating waste to another business or community member that sees value in it.

While many companies can find ways to reduce the amount of waste they generate through recycling or reusing by-products in-house, smaller companies are unable to coordinate a large enough system for it to reduce costs.

In these situations, exchanging waste is a way to reduce disposal costs, generate less waste into landfills, and possibly generate new revenues; an all around win-win situation.

How does this kind of collaboration save me money & add value?

- Reduce purchasing costs
- Reduce or eliminate disposal fees
- Find buyers for materials you typically discard and locate a free or inexpensive source for materials
- Keep resources in Strathcona for benefit of local businesses

Join us **Tuesday May 26th from 7:30am-9:30am at the Strathcona Community Center, 601 Keefer Street** to hear some creative takes on how to get rid of waste without breaking the bank. Light refreshments will be served. **Please RSVP by May 22nd** to admin_strathconabia@telus.net or phone (604) 258-2720.

Property Owners Corner

City Council Approves Tax Shift for 2009

The Vancouver Fair Tax Coalition (VFTC) has again successfully compelled city council to continue lowering business property taxes in 2009. As a result of the hard work by the VFTC, city council agreed in early spring to **approve another 1% tax shift** from non-residential properties to residential properties.

Savings for Vancouver businesses:

- In 2009, there will be a tax reduction of \$155 for a business property valued at \$783,000
- Vancouver businesses will collectively save \$5.52 million this year
- Since 2006, Vancouver business owners have saved \$25.5 million in property taxes overall

As a member of the VFTC, SBIA is actively working with the VFTC to provide feedback for the budget process and the tax shift on behalf of our members.

SBIA Energy Conservation Challenge: May 2009

In January we launched the SBIA's Energy Challenge with BC Hydro Powersmart. The challenge is for you to lower your energy consumption by 5% by December 2009. If you have not signed up yet it's not too late! Please email or phone us at the SBIA office for further details.

This month's energy saving tip: Adjust lighting levels to match your true needs

On those special rainy Vancouver days you might want to turn on some extra heat and lights but do you need this all the time? With the days getting longer and warmer this is a great time to use natural light and heat. Without thinking we use a lot more energy than we really need.

Try this... Before and after "public" hours, try to use your lights only as needed: have just enough light for cleaning or restocking shelves. You may be able to turn off up to half of your lights during certain times of the day. If you have to rewire a lighting system to permit partial lighting, the payback from energy savings and increased lamp life may make the investment worthwhile.

Label your switches and electrical panels

Labelling your switches and electrical panels can help remind you to turn off unnecessary lights and may reduce your energy use by as much as 20 per cent. Mark your switches either:

- Leave on at all times.
- Leave on during business hours only.
- Leave on during occupancy hours only.

Does it take more energy to turn a light back on than is saved by turning it off for a short time? Nope. For most lighting, there is no extra energy drawn when a light is switched on. While fluorescent lights use a bit more for start-up, if the light is off for more than 5 seconds, you'll save energy. Just don't stand around flicking switches and you are good to go.

Will turning lights on and off wear out the light bulbs faster? While it is true that Compact Fluorescent Lamps (CFLs) can be sensitive to rapid on/off cycling in situations where only brief illumination is required, it is still better to turn lights off, even when it's only for a few minutes. The energy savings will easily offset any reduction in lamp life.

RISING STARS

Featuring Au Petit Chavignol



Wine, cheese and charcuterie bar **Au Petit Chavignol**, and cheese shop **Les Amis du Fromage** have recently opened their doors on the 800 block of East Hastings. Already a well known name in Kits and Park Royal, Les Amis has a dedicated following among foodies and cheese lovers alike. The owners saw the need for a larger space to host events such as the frequently sold out Les Amis wine and cheese tasting. **Joe Chaput**, operations manager, added that "I was drawn to the low rents, historic buildings and sense of community that Strathcona has to offer."

After a full renovation of the 1920's era heritage building, once used by the Royal Canadian Naval Reserves, the space brings new life to the block and already has established itself as a local crowd pleaser in a few short weeks. Green elements such as a roof garden and heat recirculation from compressors are ideas in the mix for the future; right now both venues make great use of the natural light from floor to ceiling windows and skylights. The kitchen vents were installed by fellow SBIA member **Quest Metal Works**.

Check it out for yourself at 843 & 845 East Hastings:

Au Petit Chavignol
Sun & Mon 5pm-11pm
Tues & Wed Closed
Thurs-Sat 5pm-12am

Les Amis du Fromage
Mon-Sun 10am-6pm
Holidays 11am - 6pm

Great Beginnings Hanging Basket Project

Through the City of Vancouver's Great Beginnings initiative for BC's 150th to celebrate the history, heritage, and culture of Vancouver's founding neighbourhoods of Gastown, Chinatown, Japantown, and Strathcona; the Strathcona Business Improvement Association will be working with **Coast Foundation's Landscaping with Heart** (a landscaping social enterprise company that provides employment for those recovering from mental illness) and the **Vancouver Downtown Community Court** to beautify E. Hastings Street from Gore Avenue to Clark Drive with a hanging flower basket project for the next 3 years. The City of Vancouver has committed to providing the initial installation of the hanging baskets for the first year, with SBIA working with the Downtown Community Court to provide maintenance & watering of the baskets through their community service work program. To find out more about Landscaping with Heart check out: www.coastmentalhealth.com/landscaping, or the Downtown Community Court: www.criminaljusticereform.gov.bc.ca/en/justice_reform_projects/community_court/index

