



# CONNECTIONS

Newsletter of the Strathcona Business Improvement Association

## Strathcona BIA

787 East Cordova Street  
Vancouver, BC  
V6A 1M6

Tel: 604.258.2727  
Fax: 604.258.2723  
strathconabia@telus.net  
www.strathconabia.com

## Board of Directors

### Chair

Wayne Kennedy  
Gulf & Fraser Financial  
Group

### Vice-Chair

Toby Barazzuol  
Eclipse Awards  
International

### Secretary

Terri Storey  
Butirmoth Restaurant

### Treasurer

Angela Giannoulis  
Primero Cigars

James Kennedy  
NV Food & Service  
Resource Group/Cook  
Studio Café

Les R. Porter  
Hett Agencies/  
Groundwater Hydrolics

John Van Luven  
St. James Community  
Service Society

Wayne Nelsen  
Patricia Hotel

## Office Staff

Executive Director  
Cathy Kwan

Administrator  
Madeleine Lesnie

## EXECUTIVE DIRECTOR'S REPORT

# TAPPING AN OLYMPIC ADVANTAGE

### HAPPY NEW YEAR

The Strathcona BIA's Board of Directors and Staff wish you and your families a healthy and prosperous 2006!

### WELCOME ABOARD!

The Strathcona BIA would like to welcome two new additions to our team. Terri Storey has joined the Board of Directors and is currently designing her newest restaurant project, Butirmoth Restaurant, with partner, Chef Jason Feehrer, which will open on Powell Street. Terri's previous restaurant project, Wild Rice, has enjoyed enormous success since its 2001 opening and has won many awards. Terri also lives in the Strathcona neighbourhood.

And we are happy to introduce our new Administrator, Madeleine Lesnie, who will be taking over from Purdy Lee. Madeleine is also a Strathcona resident and a keen student of local history. We would also like to wish Purdy Lee all the best while she returns to UBC full time to finish her Bachelors of Science degree.

A big thank to our outgoing Board members Ed Seignoret of Arthur-Wong & Associates, and Patrick Doiron of Nye's Holdings for their past contributions to our organization.

### LOOKING TO PROFIT FROM THE UPCOMING 2010 OLYMPICS?

The Strathcona BIA is hosting a 2010 Procurement Workshop to show you how. The seminar, which is run by a facilitator from the 2010 Commerce Center, will provide suggestions and advice on how local businesses can benefit from the business opportunities that the upcoming 2010 Games will

offer. The workshop will be held from 5 p.m. to 8 p.m. on February 23<sup>rd</sup> at the Vancouver Buddhist Temple on 220 Jackson Avenue. This event is free of charge, but space is limited, so please RSVP immediately to the Strathcona BIA office.



*Celebrating Christmas at the Strathcona BIA's annual social are, left to right: Jack Lee, BIA member; Councillor George Chow; Cathy Kwan, E.D. Strathcona BIA; Councillor BC Lee; and Angela Giannoulis, BIA Board Member. A special thank you to other City Councillors — Kim Capri, Peter Ladner, and Suzanne Anton — who also joined the Strathcona BIA at our holiday celebrations.*

### OPEN WINDOWS PROJECT LEVERAGES \$\$\$

By partnering with St. James Community Service Society and their residents who live on the 300-400 blocks of Powell Street, the Strathcona BIA has leveraged a **\$20,000 Community Public Art Grant** from the **City of Vancouver's Office of Cultural Affairs**. This grant will assist the BIA to implement an artistic design on some of the buildings that St. James Community Service Society owns on the 300 block of Powell Street. This artistic design has been

*(Continued on next page)*

## PROGRESS REPORT



**Vol. 1  
No. 5**

	2003	2004	2005
Street Cleaning Hours	218	337	1403
Graffiti Tags Removed	2595	2045	1516
Security Hours	4552	5316	6120

## notebook

**2010 Olympic  
Procurement Workshop  
February 23**  
*See Calendar for details*

# BUSINESS BUILDERS

## For Strathcona Retailers and Restaurants

A majority of Strathcona householders are single people. A significant number of these are young, working adults in rented dwellings, who have a relatively high disposable income. These 'Hip Singles' shop for necessities, but also spend money on entertainment, clothing, accessories, art, art supplies and cultural events. These residents prefer 'hip' shops with a welcoming atmosphere that attract similar people. They are attracted by the opportunity to use debit and credit cards. The use of these cards will encourage larger and more frequent purchases as this buyer typically does not carry cash. A location that offers social

space would be particularly attractive to these residents. Singles requested places that stay open later at night, such as coffee shops, pubs, bars and video and DVD rental shops.

**did you know?**

### RETAIL FOR HIP SINGLES...

- Video/DVD store
- Organic groceries
- Cafes and Indian, Thai, fusion, Italian, Greek restaurants
- Pubs
- Book shop
- Shops open after work hours
- Art supplies
- Bike, rollerblade and moped repair
- Library

### EXECUTIVE DIRECTOR'S REPORT CONTINUED

identified from the first phase of the Open Windows Project.

The Open Windows project is a demonstration project that started in the fall of 2005, targeted along the 300 to 400 blocks of Powell Street, funded in part by the Vancouver Agreement. The Strathcona BIA, City of Vancouver's Planning department and consultants — Frank Ducote of Frank Ducote Urban Design, and local artist, photographer and media producer, Anne Marie Slater — will lead an art and

design Charette to generate ideas to upgrade the streetscape and private realm. Many local residents, artists, architects, businesses, social service providers, and other cultural community members will continue to participate in the next phase of this project.

Thank you to all those who came out to the Strathcona BIA's Christmas Social on December 13<sup>th</sup> at Cook Studio Café. A special thanks to James Kennedy of Cook Studio Café for the use of his fantastic venue.



### PROPERTY OWNERS' CORNER

The new 2006 Strathcona Business Directory will be released very soon. The Strathcona BIA will be distributing 10,000 copies to local area residents, employers, purchasers, businesses, and select tourist hot spots. The Business Directory can help to connect and promote our members to new customers, suppliers and partners. For advertising opportunities and to obtain copies to distribute at your business, please contact our office (604-258-2727).

## MARK YOUR CALENDAR

**2010 Olympic Procurement Workshop**  
**February 23, 2006**  
**5:00 p.m.-8:00 p.m.**  
**Vancouver Buddhist Temple**  
**220 Jackson Avenue**



## RIISING STARS

As the competition continues to heat up in the garment manufacturing industry around the world, **Claymore Clothes** has found innovative ways of adapting to changing conditions. For instance, co-owner Ted Haaksma supplies costumes to major motion pictures filming in the Vancouver area. Claymore was also recently awarded a **\$560,000 contract** from Ottawa to make dress uniforms for the **Governor-General's Foot Guards**. The company currently employs 35 people and is expecting to increase their workforce to accommodate their newest contract. Strathcona's location helps Claymore Clothes to better serve their customers, such as the Vancouver Police Department: "all of the local Constables and Firefighters can come down here for their fittings," says Haaksma.

To find out more about this Business Success, visit **Claymore Clothes** at **1278 East Hastings Street**.



*Strathcona neighbourhood connects at the BIA Christmas Social, December 13, 2005.*