

PLEASANT TIMES

Mount Pleasant Business Improvement Area

Volume 3, Issue 2

Notables:

- **The Second MPBIA Renewal Meeting** will be at Saint Patrick's coffee room, 2881 Main Street, on Friday **April 25, 2008, from 9:15 to 10:30am.** Coffee and snacks will be provided.
- **What? Another Member Survey.** Yes...only a small one.
- **A Shopping Area Workshop** will be held on **Sunday, April 20, 2008, 12-5pm.** See the insert

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BIA Renewal Meetings

Mayor Sam Sullivan was the special guest at the **first Renewal Meeting** for Mount Pleasant BIA. It was held at the Saint Patrick's Parish coffee room last March 10, 2008.

After coffee and socials with BIA members, the mayor spoke of the five main thrusts of the City under his administration.

The results of a member survey which was held in February 2008 were presented. Those results are provided as an insert in this issue. The question of expansion was heavily discussed.

Renewal Meetings are part of the process for extending the Mount Pleasant BIA mandate by another 5 years. There are two BIA Renewal Meetings in 2008.



BIA Members like street events, based on the February 2008 survey. A Farmers' Market was given the highest priority.

The first meeting last March 10 presented the overview of the Renewal process and the results of the Member Survey.

A **second Renewal meeting** will be held on **April 25, 2008,** to discuss a draft proposal for the

next five-year mandate, including the first year budget and a five year funding ceiling. The special guest for that meeting will be **MLA Gregor Robertson (NDP)** of the Vancouver-Fairview Riding, and a candidate for Mayor of Vancouver.

Member participation in the Renewal meeting is strongly encouraged **Be a part of Mount Pleasant BIA's future.**



Gregor Robertson, MLA and mayoral candidate, will be the guest speaker at the Second MPBIA Renewal Meeting on April 25th.



See and hear what businesses have to say about fairness of property taxes at www.mounpleasantbia.com

Property tax shift approved by a narrow margin

The Vancouver Fair Tax coalition applauds the mayor and NPA councilors for voting in a property tax shift of 1% per year for five years from businesses to residents. The shift begins to address tax inequity and helps ensure a strong business base.

The cumulative effect to Mount

Pleasant BIA members is about \$2 million in tax savings over the next five years. To appreciate this issue, please visit the Mount Pleasant BIA website to view FTC's video called "*Your Businesses, Your Neighbourhoods, Your City.*"

Support the FTC. Visit: <http://www.fairtaxcoalition.com>.

News Briefs



Author and historian Bruce Macdonald (right) leading a walking tour on Main Street.

Banner Bags for Charity

The old Mount Pleasant BIA banners converted to shopping bags are almost sold out. Over \$300 in donations will be donated to the Mount Pleasant Neighbourhood House. A few banner bags are still available at the JEM Gallery and Mine: Salon. Another limited run of a hundred bags are expected to be available by early June.

Ambassadors Program Introduction Delayed

Vancouver City Council requested a report on the Downtown Vancouver BIA's ambassador program. The report will be considered by the Standing Committee on Planning and Environment. MPBIA is interested in cost-sharing, but Implementation is delayed to the summer months.

Mount Pleasant Community Planning

Mount Pleasant Community Planning has wrapped up the work of its heritage working group. Another committee, the Community Liaison Group will also be finishing soon. A third focus will be on Mount Pleasant's shopping area, commencing with a workshop on April 20, 2008. (See insert)



You could win a T-shirt.

Follow-up Member Survey, April 2008

A short half-page member survey is enclosed in this issue of Pleasant Times as a follow up to the Member Survey held in February.

The survey is part of our outreach process to get input on policy and priority decisions for the BIA.

We recognize that one of the easiest ways for our members to provide feedback on our programs is through short surveys such as this. The Mount Pleasant BIA is up for renewal for the years 2009 to 2014.

To attract more feedback, there will be a draw for five (5) MPBIA T-shirts.

Please participate. The forms should be returned on or before Friday, May 2, 2008. They can be faxed, emailed or filled online.

Summer 2008 Events ... Street Party!

Summer is fast approaching. There are several wonderful opportunities for MPBIA shops and services to be noticed.

Here's what's in store.

Celebrate Mount Pleasant Festival will be on Saturday, June 7, 2008.

Shops that run special sales, displays, demonstrations and evening events on that day will be listed in print advertising. All sponsorship opportunities will be acknowledged in print and live on stage.

For the first time, live music will be presented on a single stage in the parking lot of the corner of Main and Broadway, sponsored

by Advanced Parking and Williams Moving.

The first **Main Street Car-Free Day** will close off Main Street from 12th to 16th Avenues on **June 15, 2008**, from 3:00-10:00pm.



Live music will be held in a single stage at the corner of Main Street and Broadway on one weekend, and at 14th Ave. the next weekend!

Concession and stalls are available to BIA members at discounted rates. There will be live music at 14th Avenue, and possibly a sampler Farmers Market at 13th Avenue. In the evening, Volunteers from four Car-Free zones in Vancouver will celebrate in Heritage Hall and on the street at 15th Avenue.

Co-op advertising (colour) is available to members in May, to coincide with the *Celebrate Mount Pleasant Festival*.

An **Autumn Farmers' Market** will be held for a few Tuesday afternoons at the parking lot of Main Street and Broadway from September to October 2008.



A tall Elvis and a man hamming it up. Such silliness occurs at the Celebrate Mount Pleasant Festival, which is on Saturday, June 7, 2008 this year.

See the inserts for more information about these summer events.

BRAND NEWS: New ad focuses on our entrepreneurs

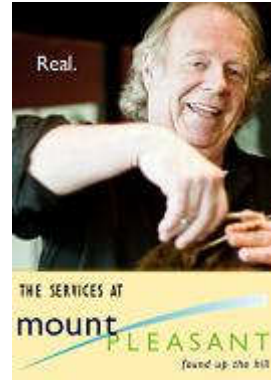
Our businesses in Mount Pleasant are known for their approachability—of being “real”. This impression also creates a positive reputation of our business area. The BIA wants to highlight you, the business owner, as the area’s most valuable asset.

This is one of the reasons shoppers voted Main Street/ Mount Pleasant the “Coolest Street” in Vancouver (WE Magazine survey).

Do you have someone you would like to nominate for the “Real” advertising campaign? Then email your suggestion to MPBIA@TELUS.NET.

If the candidates are willing to, their image will be used for about a year. Not all photos will be used in print advertising, but will be featured in future poster ads.

Thank you! -L



Our survey showed us that shoppers like our businesses because they were run by “real” people who genuinely like to serve. Our new ad campaign celebrates them.

Historic Mount Pleasant



Left, 1927: Main Street and Broadway (Northeast corner) still uses wooden structures even as the street has converted to concrete and asphalt. In this photo, the Old Chum Tobacco store dominates the corner, though it appears to have had a fire.



Right, 2008: The structures on Kingsway dwarf the lower buildings on Main Street. The 1 Kingsway development nearing completion has changed the skyline looking north to the mountains. Tobacco stores now occupy the smallest retail spaces, and the City vows to become smoke free.

BIZMap Commercial Profile Updated

The **BIZMap Commercial Profile of Mount Pleasant** has been updated and will be available for downloading soon.

This report provides valuable insight on the mix of commercial

activity within the Mount Pleasant BIA area. As expected, over 90% of businesses have less than 20 employees. Look for this report in the MPBIA website in the next few weeks.

Safety, Security Report

The Safety and Security report is included in this issue of Pleasant Times. Please read the report and the attached brochure on the changes to the Health Bylaw.

Smoking Regulations have changed in the City

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The Mount Pleasant BIA was founded in 1989, as one of the first of its kind in the province. In 1999, the MPBIA received a ten-year renewal mandate to serve the local business community.

Today, the Mount Pleasant BIA encompasses the historic area of Mount Pleasant District of Vancouver, which comprises over 440 businesses, over 3,000 employees, and 185 commercial property owners.

The mandate of Mount Pleasant Commercial Improvement Society is to undertake activities involving promotion, business recruitment and general maintenance of the Mount Pleasant Business Improvement Area with the objective of improving its economic viability and general image, and to promote common concerns and interests of businesses and property owners in the area to bring them together for fulfilling the purposes of the Society.

The Mount Pleasant BIA stretches from Guelph to Ontario on Broadway, 7th to 16th on Main Street, and from 7th to 12th on Kingsway.

Mount Pleasant Board of Directors, 2007-2008

President	Jarek Kryszinski	Lugz Coffee
Vice President	Jim Dreichel	Mine: Stylesource
Treasurer	Doris Jung	Automind Collision Repair
Secretary	Carola Goetze	The JEM Gallery
Director	Rick Sair	Uptown Best Western Hotel
Director	Sean Pacey	Pacey's Pianos
Director	Dane Baspaly	Lark
Director	El Apostol	A-Pro Caregivers & Nannies

There are four committees: 1. Renewal/Expansion Committee, 2. Marketing Committee, 3. Special Events Committee and 4. Safety and Security Committee. *Interested in joining a committee? Contact the MPBIA office.*



Main Street / Mount Pleasant won the "Coolest" Street award by WeekENDER Magazine's **the Best of the City Readers Choice Awards**. Also, BIA member **J.J. Bean** won the **best coffee** award.

New Businesses

Red Pepper Deli
339 East Broadway

Starbucks Coffee
2801 Main Street

Gene Coffee Bar
2404 Main Street

Goldilocks Bakery
Philippine Bake Shop
2833 Main Street

Subway Restaurant
2829 Main Street

Money Mart
2815 Main Street



Above: Gene Coffee Bar
Right: Red Pepper Deli



Advertise Here

Reach over 400 fellow Mount Pleasant BIA members for about **10 cents per receiver**.

Two formats available:

- Full page inserts, B&W if printed by us; colour or B&W is provided by you. (Examples provided in this issue)
- Business card size full colour.

Contact the Mount Pleasant BIA office for unbelievable rates (MPBIA Members only).
Tel. 604.874.9816
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