



## UPDATE FROM THE CHAIRMAN OF THE BOARD

**DAVID HAYWARD**  
Martin & Hillyer Associates

Approximately 10 years ago I was approached by Brian Dean and asked to volunteer my time to serve as a director on the Burlington Downtown Business Association. Brian, as you may know, can be quite persuasive. What followed was a 10 year journey which included serving as Chair of the Downtown Parking Committee, and later Chair of the BDBA.

The BDBA is made up of over 435 downtown businesses and commercial property owners. Just like our businesses there are a multitude of interests and priorities for our members. The BDBA is your organization and it is there to serve your interests. Our monthly meetings are open for all members to attend, and in order to get the most out of your organization I strongly encourage you to get involved.

An active and engaged BDBA does matter for your business and the success for our downtown. Parking is one example of an issue which impacts almost all of us. During my tenure the "Free P!" program was instituted in December along with free parking on Saturdays. It was only 4 years ago that our customers had to pay for Saturday parking. These programs happened because of the BDBA, yet they are not perfect. Get involved and you can help us find solutions to make these programs better.

I would like to thank Brian Dean, Lorrie Birmingham, Samantha Statham, and Jaclyn Jones for all the help they have provided throughout the years. They are professionals

## 2018

More culture,  
new faces, fresh  
ideas –  
more to explore!

who are committed to the success of our downtown and our members' businesses.

I also want to extend a hand to Mark Eade who will become the new Chair of the BDBA at our Annual General Meeting on Wednesday, April 4th at the Art Gallery of Burlington. I have had the pleasure of serving with Mark on our Board and I know the passion that he has for our downtown. He will be an effective advocate on behalf of our organization.

If you have not attended any of our meetings now is the time to start! **Our next Business Mix after Six is on Thursday, March 8th at Investors Group (390 Brant Street, 6th floor).** And our Annual General Meeting is another great way to meet your fellow members, promote your business, and let us know about your priorities and concerns. It is always heartening to see new faces at these events, and I hope that we will see many more new faces and 2018.

## BDBA ANNUAL GENERAL MEETING

**SAVE THE DATE** - Wednesday, April 4th, 2017  
Art Gallery of Burlington, 1333 Lakeshore Road  
7:30am (buffet breakfast), AGM 8am - 9:30am

Please mark your calendars for the 38th Annual General Meeting of the Burlington Downtown Business Association.

Official invitations for this event will be arriving in your mailboxes and inboxes in early March, but if you know you're available, and want to RSVP now, please

contact Jaclyn Jones at [membership@burlingtondowntown.ca](mailto:membership@burlingtondowntown.ca) or call **905-333-9868**, ext **5** and let us know that you'll be attending. We look forward to reviewing with you our successes from 2017 and our exciting plans for events, member engagement, beautification and more for 2018.

## BUSINESS MIX AFTER SIX

Thursday, March 8th | 6pm - 8pm  
Investor's Group 390 Brant St. 6th Floor

Join your fellow business owners for our International Women's Day BDBA Business Mix After Six! Drinks and food will be provided.

RSVP to **Jaclyn Jones at**  
[membership@burlingtondowntown.ca](mailto:membership@burlingtondowntown.ca)  
or call **905-333-9868**, ext **5**.

# 2018

## Events & happenings!

### DO YOU NEED ASSISTANCE ANIMATING YOUR STREET OR POCKET OF DOWNTOWN BURLINGTON?

Your Downtown Business Association values small events that bring enhanced vibrancy to our community of business. Is your business planning an event designed to bring more "feet to the street" this year? We can help. We have a small budget designed to support and subsidize member businesses to help get their events off the ground. Funds are designed to support up to four events this year at \$1000 each, provided that your event matches our criteria. Are you planning a street hockey tournament or a block party weekend? Here are some of the event criteria our Board is looking for. Events that:

- Involve 5+ neighbouring businesses
- Invite participation from more than one business sector (retail/hospitality/professional services)
- Expect attendance of 100 + patrons or visitors
- Demonstrate at least \$1000 matching funds

To apply, or learn more please contact

**Brian Dean**, Executive Director,  
[brian@burlingtondowntown.ca](mailto:brian@burlingtondowntown.ca)



## FREE MEMBER LEARNING WORKSHOP

Want to Rank Better on Google? Generate Leads Online?  
Tuesday, March 20th, 2018 | 7:45am - 10:15am  
414 Locust Street - 2nd floor Committee Room

Join us for a two hour learning session that will cover topics like: local Search Engine Optimization (SEO), website conversion best practices, and Google AdWords lead generation tactics that will help transform your website into your top salesperson.

This workshop is FREE to attend and is for BDBA Members only. RSVP today to reserve your spot, these events fill up quickly and seating is limited! Contact **Jaelyn Jones** at [membership@burlingtondowntown.ca](mailto:membership@burlingtondowntown.ca) or call **905-333-9868, ext 5** and let us know that you'll be attending. Hope to see you there!

## COMMUNITY MOBILIZATION OFFICER

We are pleased to introduce you to a new face that you'll certainly be seeing a lot of in downtown Burlington. In January 2018, Constable Matt Baker started a five year commitment working as one of Burlington's Community Mobilization Officers. His area of focus is downtown Burlington and the business district, lower income neighbourhoods, community events (including the Sound of Music), education and enforcement of the Halton Safe Cycling Plan. Part of his role will include building relationships with community residents, businesses and stakeholders to help prevent crime and increase the quality of life for those residing, working and visiting downtown Burlington.

Constable Baker started policing in 2005 with the Toronto Police. He was subsequently hired by Halton Regional Police Services in 2008 where he worked uniform patrol and Community Mobilization in Oakville until 2016. At that time he assisted in starting the Halton Police Organizational Wellness Unit, which focuses on ensuring all Halton Police members both sworn and

civilian maintain good mental health for themselves and their families.

Constable Baker recently joined us at our first Business Mix of 2018 where he connected with over 50 BDBA Member businesses. He encourages all of our Members to reach out to him with any questions or concerns you may have with respect to policing in Halton. **For emergencies, please call 911.**

If you wish to speak with Constable Baker directly, about non-emergency situations, he can be reached at (905) 825-4747, ext. 2369 or you can email him at [Matt.Baker@haltonpolice.ca](mailto:Matt.Baker@haltonpolice.ca). Also, make sure to follow him on Twitter for personal and business safety tips, community awareness initiatives from the Halton Regional Police and more!

**@HRPSbikecop**



## FREE P! UPDATE

The December Free Parking campaign 2017 is completed and we're seeking your feedback on how well it performed. Check our bi-weekly E-news for your link to the Free P! survey. The survey will remain open until March 15th. In 2017, we received overwhelming membership support to continue this campaign, with

a strict focus on curtailing abuses. The Downtown Parking Committee is seeking your feedback and advice as we plan for the future. Please take a few moments to share your thoughts and watch for a review of the 2017 campaign at April's Annual General Meeting.

## MEET YOUR 2018 BOARD OF DIRECTORS

We are pleased to introduce you to your 2018 Board of Directors. These BDBA Member volunteers generously donate their time throughout the year to champion, direct and govern your association. Most recently they were instrumental in the development of our new 4-year Strategic Plan: **a copy of that plan has been included with this newsletter for your review.**

### Executive:

**David Hayward** - Chair  
Martin & Hillyer Associates

**Mark Eade** - Treasurer  
Eade Mortgages

**Robert Martin** - Past Chair  
Martin & Hillyer Associates

### Directors:

**Maurice Desrochers**  
Burlington Furnished Rentals

**Brad Smith**  
Sefarian Design Group

**Stephen Bell**  
Pepperwood Bistro

We would like to remind our members that we are only as strong as your involvement. Our strength comes from the volunteers that help direct our working committees and Board of Directors. All board meetings are open to the public, and we encourage you to attend. If you are interested in hosting an upcoming board meeting or wish to attend one, please email **Lorrie Birmingham, our Office Manager - [lorrie@burlingtondowntown.ca](mailto:lorrie@burlingtondowntown.ca).**

**Bill Wodhams**  
Stoner and Company Family Law Associates

**Kayla van Zon**  
Interkom Smart Marketing

**Peter Skoretz**  
Edward Jones Investments

**Jenny Wilkins**  
Waterfront Hotel Downtown Burlington

**Councillor Marianne Meed Ward** -  
Council-Appointed Liason to the Board



## E-NEWSLETTERS

### Are you receiving our bi-weekly newsletters?

As part of our ongoing efforts to keep in touch with our Members, we write and email a bi-weekly member-only newsletter. Included in this newsletter are updates about events, parking, road closures, waste collection, new businesses and opportunities for your business to get involved in the downtown. But sometimes (despite our best efforts!) technology just doesn't want to cooperate. Our newsletters MAY be ending up in your SPAM or JUNK folders in your email. We don't want you to miss out on valuable information that is important to the operation of your business. So please check to ensure that **[bdbamarketing@gmail.com](mailto:bdbamarketing@gmail.com)** has been added to your safe sender email address list.

## WELCOME NEW BLOCK CAPTAINS!

We are thrilled to introduce you to TWO of the newest Members to our Block Captain program! Amber Gillie, the new owner of Spa in the Village (and Let it Heal).



And Lorri Fleming, from her newly opened (second location!) The Womb - World of My Baby. Amber and Lorri will join our other Block Captains in the coming weeks and months as they help us spread the word about BDBA events and programs. The purpose of this program is to help

better connect our Members to one-another by providing an additional BDBA community point of contact who will act as an ambassador to the downtown. Would YOU like to volunteer as a Block Captain for YOUR area? Give **Jaclyn Jones a call 905-333-9868, ext. 5 or send her an email, [membership@burlingtondowntown.ca](mailto:membership@burlingtondowntown.ca)**, to find out more about this program and how you or a Member of your staff can get involved.



# NEW BUSINESSES

Join us in welcoming the following businesses to the Burlington Downtown family!



**BIG HIT KICKBOXING STUDIO**  
534 Brant Street



**BRANDIE NAROLA PHOTOGRAPHY**  
396 Martha Street



**BRIGHT PETS**  
414 Pearl Street



**CHAYO TEA HOUSE**  
416 Pearl Street



**HOUSE & CANVAS**  
433 Brock Avenue



**LA PITA HALAL**  
2003 Lakeshore Road



**PERCEPTIBLE**  
541 Brant Street, Suite 8



**REDFEARN FAMILY LAW**  
440 Elizabeth Street,  
Suite 105



**THE WOMB - WORLD OF MY BABY**  
560 Brant Street



**YELLOW ROBOT**  
498A Brant Street, Suite 204



**LUMIRA**  
400B Martha Street

Do you have a business anniversary coming up? Have you undergone a renovation or major transformation? A move? Other milestone event? Tell us! [membership@burlingtondowntown.ca](mailto:membership@burlingtondowntown.ca)

## IN THE NEXT ISSUE

Stay tuned for our Spring 2018 newsletter. Here's a sneak-peak at some of the projects we are working on...

- Update on the Eastern gateway feature on Old Lakeshore Road
- Introduction of new Vinyl Window campaign to assist with business recruitment
- Post-event review of Burlington Comedy Festival 2018

# UPDATES FROM OUR COUNCILLOR

## STILL TIME TO CHANGE DOWNTOWN OFFICIAL PLAN FOR RESIDENTS AND BUSINESSES.

The proposed Official Plan is about to deliver significant changes to the downtown for both businesses and residents and in my view not for the better.

The Downtown Core precinct, east of John from Maria to Lakeshore is proposed for up to 17 storeys, inclusive of any community benefits; for each storey between 12 and 17, more office (150 sq m) and public parking (8 spaces) is required.

During discussion Jan. 23 I brought 7 motions that were approved including heritage protection incentives, affordable housing considerations, and parking partnerships with developers to add public parking during new developments. Other motions addressed increasing the minimum tower separation from 25 to 30m, developing mid-rise design guidelines, and requiring a percentage of family units of three bedrooms or more in new developments.

Though these have improved the proposed plan, they don't come close to mitigating the potential negative impacts of over-intensification of the downtown, addressing concerns raised by residents and businesses, including congestion, sun shadow, loss of community character

and small town feel. Businesses shared additional concerns about strain on limited parking supply, construction impacts, loss of existing businesses, less retail and commercial space in new buildings, and increased rents, forcing existing businesses out for good.

We all support growth and intensification downtown; the goal is to ensure balanced and reasonable growth, and assist existing businesses through the transition.

Myself and the BDBA are looking into options to mitigate some of these impacts, including property tax rebates, something that is being tried in Toronto. We are also exploring options for construction management and parking plans during construction. The BDBA is also developing guiding principles for new developments downtown to be presented to council during the Official Plan review.

What can you do? There is still time to make changes at the April 4 or April 23 committee and council meetings, or via a reconsideration of already adopted motions of council (5-2 vote required).

The existing Official Plan is in effect until Halton Region approves it sometime in

2019 or later, so there is still time to make changes, if not this term then the next. So make this an election issue, and ask candidates if they will support changes to the draft plan for more balanced growth.

The revised Official Plan including downtown policies is online here: <https://www.burlington.ca/en/services-for-you/Official-Plan-Review.asp>

**THIS JUST IN:** The city has received an application for a 24 storey building at the South East corner of Brant & James, that will incorporate the Kelly's Bake Shoppe building and Albert Schmid Jewellery, Watch and Clockmaker into the design. It features 597 sq m ground floor commercial, 227 residential units, and 5 levels of underground parking. The site currently permits 4 storeys, up to 8 with community benefits. The city's new draft Official Plan proposes 17 storeys here.

Councillor Meed Ward is the council liaison to the BDBA Board of Management and Councillor for Ward 2 -Downtown. For questions about this update please contact her office directly [marianne.meedward@burlington.ca](mailto:marianne.meedward@burlington.ca).

# 2018 DOWNTOWN EVENTS LISTING

**Our downtown continues to be the first choice for third party event organizers in Burlington.**

Be sure to add to your calendar these events in and around our downtown.\*

## MAY

### **CENTRO FARMER'S MARKET**

SUNDAYS  
MAY - OCTOBER  
CENTRO GARDEN PARKING LOT

## JUNE

### **MOON IN JUNE ROAD RACE**

JUNE 2  
DOWNTOWN & CIVIC SQUARE

### **FIT IN THE CORE (BDBA)**

SUNDAYS | 10AM - 11AM  
JUNE 3 - SEPTEMBER 23  
CIVIC SQUARE (CITY HALL)

### **SOUND OF MUSIC FESTIVAL & CLUB SERIES**

JUNE 9 - 17  
SPENCER SMITH PARK

### **SOUND OF MUSIC STREETFEST (BDBA)**

JUNE 15 - 17  
BRANT STREET (Caroline to Lakeshore)

## JULY

### **CANADA DAY / CANADA DAY 5K**

JULY 1  
SPENCER SMITH PARK

### **BURLINGTON DOWNTOWN CAR SHOW**

JULY 7  
DOWNTOWN BURLINGTON

### **BURLINGTON FOOD TRUCK FESTIVAL**

JULY 20 - 22  
SPENCER SMITH PARK

### **BURLINGTON NIGHT MARKET**

JULY 21  
SPENCER SMITH PARK

## AUGUST

### **JAZZ FESTIVAL**

WEEKEND OF AUGUST 10  
PERFORMING ARTS CENTRE

### **LAKESIDE A LA CARTE**

AUGUST 12  
SPENCER SMITH PARK

### **MOVIES UNDER THE STARS**

AUGUST 16  
SPENCER SMITH PARK

### **GROOVY DISCO DASH**

AUGUST 18  
SPENCER SMITH PARK

### **CHILDREN'S FESTIVAL**

AUGUST 19  
SPENCER SMITH PARK

## SEPTEMBER

### **CANADA'S LARGEST RIBFEST**

AUGUST 31 - SEPTEMBER 3  
SPENCER SMITH PARK

### **TERRY FOX RUN**

SEPTEMBER 16  
SPENCER SMITH PARK

### **AMAZING BED RACE**

SEPTEMBER 23  
BRANT STREET

### **CULTURE DAYS / DOORS OPEN**

SEPTEMBER 28 - 30  
DOWNTOWN BURLINGTON

### **E-A-T BURLINGTON**

SEPTEMBER 30  
DOWNTOWN BURLINGTON

## OCTOBER

### **FURRY FRIENDS 5K**

OCTOBER 21  
SPENCER SMITH PARK

### **TREATS IN OUR STREETS (BDBA)**

OCTOBER 27  
DOWNTOWN BURLINGTON

## NOVEMBER

### **CANDLELIT STROLL (BDBA)**

NOVEMBER 30  
DOWNTOWN BURLINGTON

### **FESTIVAL OF LIGHTS**

NOVEMBER 30 - JANUARY 11  
SPENCER SMITH PARK

## DECEMBER

### **SANTA CLAUS PARADE**

DECEMBER 2  
DOWNTOWN BURLINGTON

### **CHRISTMAS COLLAGE**

DECEMBER 14  
ROTARY POND, SPENCER SMITH PARK

## HOW TO GET YOUR BUSINESS INVOLVED

Join us downtown this year for a line-up of outdoor fitness, dining, music and other events that are designed to help bring awareness to your business.

1. If your business would like to get involved as an event participant or vendor for any of our events marked BDBA please contact: **Samantha Statham**, [samantha@burlingdowntown.ca](mailto:samantha@burlingdowntown.ca).

2. Some of our events reach over 5000 patrons, and we are looking for local sponsors to help us grow these events. If you would like to ally your business with one of our successful events, please contact **Brian Dean**, [brian@burlingdowntown.ca](mailto:brian@burlingdowntown.ca), to review the full event sponsorship package for 2018.

\*All event dates & locations were correct at the time of printing. (Updated Feb. 20th, 2018)

IT'S ALL HERE!