



DRAFT MINUTES

2024 Annual General Meeting (Fiscal Year 2023)

Marda Loop BIA and the Festival Society of Marda Loop

Monday, November 25, 2024, at The Big Fish & Open Range Restaurant, Marda Loop

	Name of Business	Persons Attending
	Alta Physiotherapy	Jeannine Hollman
	Aroma Cafe Bar	Miguel Cortines
	Annabelle's Kitchen	Leslie Echino
2024 Board	ATB Wealth	Nova Kane
2024 Board	Belle Beauty Lounge	Kelly Summers
	Big Fish & Open Range	Saravanan Senniappan
	Blush Lane Marda Loop	David Jannard
2024 Board	Brokercore	Doug Anderson
	Bruni Law	Amanda Bruni
2024 Board	Bruni Law	Mike Bruni
	Code Ninjas Marda Loop	Zep Molnar, Lisa Molnar
2024 Board	Crabapple Clothing	Whitney Titheridge
	Distilled Beauty Bar & Social House	Lachlin Muir
	Fraser & Fig	Cameron Fraser
2024 Board	Fresh Kitchen	Paul Morissette
2024 Board	Gardenia/Leonard Development	Jon Green
	GoPerformance	Doug Gill
	Infinity Beauty Spa & Lounge	Nicole Au, Nick Khuu
	JMH & Co.	Jerry Gartly
	Little Bow Fibre Company	Michele Bowland
	Marda loop barber shop	Nick Ossais
2024 Board	Marda Loop Brewing Company	Mike de Jonge, Lolly de Jonge
	Slow Burn Books	Shannon MacNaughton
	Vitamins First	Andrew Savage

Board Regrets: Shelley Anderson, Anderson & Co

Staff and Support: Bob van Wegen, Executive Director
 Margaret Hope, Admin Assistant
 Dakota Kidby, Social Centric Inc., Marketing Contractor
 Shannon McNally, Marda Gras Contractor
 Karen Bray, AGM Support

Guests: Dylan Jones, City of Calgary Main Streets Business Liaison
 Colin Campbell, City of Calgary Main Streets Project Manager
 Harry Sanders, Researcher, Marda Loop History Project



- **Call to order** – 6:39 pm
- **Introductions & Comments from President and Executive Director**
 - Mike Bruni and Bob van Wegen spoke to overall BIA initiatives, roles, responsibilities, procedures and duties, the roles of committees and their mission, and the role of the BIA in general
 - Introductions of attendees
- **Approval of Agenda**
 - MOTION: Kelly Summers (Belle Beauty) moves, Nick Khuu (Infinity Beauty), seconds; carried
- **Approval of Minutes of 2023 Marda Loop AGM**
 - MOTION: Andrew Savage (Vitamins First) moves, Michelle Bowland (Little Bow Fibre Co.) seconds – no omissions or errors; carried
 - Many thanks to outgoing board members for their efforts and contributions
- **2023 Financials: Nova**
 - Marda Loop BIA
 - Major revenue sources include BIA Levy, Marda Gras, City Grants. Some of the benefit of the City grants flowed into 2024 via pre-purchasing
 - Major expense categories; Marketing & Events, Street Maintenance and Décor, Administration, and Marda Gras
 - Surplus of ~\$10K in 2023 and unrestricted net assets grew to ~\$194K
 - BIA Financials are audited by a CPA and have been submitted to City of Calgary
 - No questions or objections
 - Festival Society of Marda Loop
 - Status of Marda Loop Festival Society, account is current but inactive
 - Festival Society financials are reviewed by two members per the Societies Act.
 - Thanks to Dr Brady Turner of The Eye Gallery and Charmain Chen of Marda Loop Braces
 - MOTION: to accept the Financials of the Marda Loop BIA and the Festival Society of Marda Loop; Nova Kane (ATB) moves, Whitney Titheridge (Crabapple Clothing) seconds; carried
 - MOTION: to enable the Board of Directors to appoint the Auditors of the Marda Loop BIA and the Festival Society; Nova Kane moves, Shannon MacNaughton (Slow Burn Books) seconds; carried
- **2024 Retrospective: Doug Anderson**
 - BIA expansion to 17th Street complete



- Main Streets construction; update on progress and challenges, and ML-BIA work to mitigate impacts particularly through: Marketing, Promotions & Events, Litter and graffiti control
- Despite ongoing construction, BIA membership grown from ~175 in to ~200 businesses. Despite losses, speaks positively to the future
- Strategic Planning and engagement with Members on next steps in 2025
- **Looking ahead to 2025:** Whitney Titheridge
 - Completion of Main Streets in the business district by fall
 - Continue to build on success of signature events, marketing initiatives, newsletter sign-ups, and social media growth
 - With Main Streets construction moving to completion, attention pivots to Streetscape:
 - New planters
 - Lighting opportunities
 - New banners
 - Public art
 - Promoting Marda Loop history as part of our storyEngagement with members on next steps for the BIA
- **2024 Budget Review:** Nova
 - Some costs higher than budgeted, but overall spending expected to be ~ \$11K less than budgeted
 - 2024 budget projections called for significant withdrawals from unrestricted net asset (UNA) reserves in order to maintain levy rate and support efforts in the area during construction
 - Expected UNA ~\$123K by year end
- **2025 Budget Planning:**
 - The 2025 Summary Budget was presented for information
 - No changes to the levy, no increase since 2019
 - BIA tax rate should remain similar
 - Looking at event sponsorship and grant opportunities to increase revenues
 - Pull additional reserves from UNA to support:
 - Events and Marketing during final months of construction
 - Pivot to focus on Streetscape items
 - Will still leave about \$50K in reserve by 2025 Year-End
 - Engagement with members on future priorities
 - Questions from floor answered to satisfaction
- **President's Parting Message:**
 - Mike Bruni thanks the Board and the Membership for the opportunity to serve a President for the Marda Loop BIA.



- Volunteering is a time commitment but a true honour to be involved in the betterment of an organization, community or initiative.
 - Also, many thanks to candidates that have come forward join the board or become involved in committees or volunteering
 - Mike spoke to many issues, including the need to engage the diversity of businesses, their needs and viewpoints in the work of the BIA.
- **Board Elections:** see bylaws
 - Paul Morissette details nomination and election procedures
 - Thank you to Mike Bruni, outgoing President, Shelley Anderson, longtime board member and Director of Development Committee, and Stephanie Davis, past Board Member for their service
 - Board elects officers at a subsequent meeting and is approved by City Council in the New Year
 - Continuing board members completing two-year terms are Paul Morissette, Fresh Kitchen, and Whitney Titheridge, Crabapple Clothing.
 - The following slate was presented for vacancies on the board:
 - Doug Anderson, Brokercore
 - Mike de Jonge, Marda Loop Brewing
 - Cameron Fraser, Fraser & Fig (new to the board)
 - Jonathon Green, Gardenia/Leonard Development Group
 - David Jannard, Blush Lane (new to the board)
 - Lachlin Muir, Distilled (new to the board)
 - Nova Kane, ATB Financial
 - **MOTION:** To approve BIA board for 2025; Jerry Gartly moves, Michele Bowland seconds; carried
 - Adjourned at 8:24
 - **MOTION** to adjourn: Zep Molnar moves, Doug Anderson seconds, all approve

Many thanks to Big Fish & Open Range for the use of their dining room and refreshments.



POST MEETING

- Marketing and Events

- Presentation and discussion by Whitney Titheridge (marketing chair) and Dakota Kidby (marketing contractor) on Marketing matters

After the meeting was an informal town hall style discussion. Issues raised included:

- Marketing strategies and tactics, including future plans, measurement and results
- A major theme was the need to get people coming back to Marda Loop, as construction has broken some customer habits
- Main Streets Construction issues
 - Colin Campbell and Dylan Jones from the City of Calgary spoke to this
- Upcoming projects including the Co-op/Truman site