REPORTS

Minute No. 431 **Name Change - West Broadway–South Sherbrook Business Improvement Zone**
File FL-7

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

The Executive Policy Committee concurred in the administrative recommendation and recommends to Council:

1. That the name of the West Broadway-South Sherbrook Business Improvement Zone be changed to West Broadway Business Improvement Zone and necessary by-law(s) be amended accordingly.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

DECISION MAKING HISTORY:

Moved by Councillor Magnifico,

That the administrative recommendation be concurred in and forwarded to Council.

Carried

RE: By-Law to Change the name of the West Broadway – South Sherbrook Business Improvement Zone.

FOR SUBMISSION TO: Executive Policy Committee

ORIGINAL REPORT SIGNED BY: Director of Planning, Property and Development

REPORT DATE: May 23, 2006

RECOMMENDATION:

1. **That the attached By-Law to change the name of the West Broadway – South Sherbrook Business Improvement Zone to West Broadway Business Improvement Zone be enacted by Council.**

Report Summary

Key Issues:

- The West Broadway – South Sherbrook Business Improvement Zone, continued by By-Law No 8125/2002, is one of sixteen Business Improvement Zones within the City of Winnipeg.
- On November 17th, 2005 the West Broadway – South Sherbrook Business Improvement Zone held its Annual General Meeting in accordance to the Business Improvement Zone Procedures By-Law No. 8111/2002.
- At this Annual General Meeting the General Business Membership passed a motion requesting that the name of their Business Improvement Zone be changed to West Broadway Business Improvement Zone.

Implications of the Recommendation(s):

General Implications

( ) None

( ) For the organization overall and/or for other departments

(**X**) For the community and/or organizations external to the City

( ) Involves a multi-year contract

Comment(s): The proposed By-law amendment will change the name of the BIZ as per the wishes of this external organization

Policy Implications

(**X**) No

( ) Yes

Comment(s):

Regulatory Implications

(**X**) None

( ) Eliminates or reduces regulatory impact

( ) Proposes regulatory impact

Comment(s):

Environmental Implications

(**X**) No

( ) Yes

Comment(s):

Human Resources Implications

(**X**) No

( ) Yes

Comment(s):

Financial Implications

(**X**) Within approved current and/or capital budget

( ) Current and/or capital budget adjustment required

Comment(s):

Report

REASON FOR THE REPORT:
The City of Winnipeg Charter provides for the creation of a Business Improvement Zone (B.I.Z.) by by-law. The proposed name change requires an amendment to the By-law.

HISTORY:
By-Law No.5921/92 created the Business Improvement Zone known as the "West Broadway – South Sherbrook Business Improvement Zone". By-law No. 8125/2002 continued this BIZ under the same name.

DISCUSSION:
At the West Broadway – South Sherbrook Business Improvement Zone's last AGM on November 17, 2005 a motion was made to change the name "West Broadway – South Sherbrook BIZ" to the "West Broadway BIZ". The AGM unanimously approved this motion. "Attachment A" contains the Minutes of the Annual General Meeting.

The West Broadway – South Sherbrook Business Improvement Zone has been finding it difficult for people to recognize this long name of the BIZ. In everyday practice most people have been calling it the West Broadway BIZ. By way of this motion made at their AGM and request to City Council (Attachment B), the BIZ wishes to have the By-Law amended to reflect the name by which the BIZ Zone is known in the community.

It is recommended that the attached By-law (Attachment C) be enacted by Council in order to accomplish this name change.

Financial Impact Statement Date: May 23, 2006

Project Name:

Name Change for the West Broadway - South Sherbrook Business Improvement Zone

COMMENTS:

There are no financial implications associated with this report's recommendation.

Manager of Finance

IN PREPARING THIS REPORT THERE WAS:

Internal Consultation With and Concurrence By:
Legal Services

External Consultation with:
West Broadway – South Sherbrook BIZ

THIS REPORT SUBMITTED BY:

Department: Planning, Property and Development Department
Division: Planning and Land Use
Prepared by: Martin Pasieczka
PPD File No O:\Reports Directive\Planning and Land Use\Urban Planning Reports\2006 Reports\West Broadway BIZ Name Change.doc

Attachment "A"

West Broadway-South Sherbrook BIZ

Minutes of Annual General Meeting November 17th. 2005

Present: Marcel (Marcel's Drapery & Blinds), Neil (Great West Life), Edward (Edward Carriere Salon), Karen (Wanabees Diner)), Brian (Assiniboine Credit Union), Jenny, (City of Winnipeg) Leah & Adam (Brave New World) Cindy & Corrine (Sherbrook Heights Dental) Cora, (Floral Designs by Gil) Ed & Peola (Peola's Hair Design) Jacques, Joy & Hannah (Common Ground) Renn (Elan) Chad & Nancy (Hollow reed Holistic) Pham (Sunrise Supermarket) Almaz & Lorette (Relief Thermal Massage) Martin (City of Winnipeg) Sam (Liberal Office)
Round Table Introductions

Greetings from our President Marcel Ayotte

Greetings from the Mayor: Jenny Gerbasi

Approval of the Minutes of the 2004 AGM.
Motion: To approve the minutes of 2004 AGM. Neil/Cindy, *Approved/Carried*

Treasurers Report: Fokke Hoekstra
Explained the levy and the ARV
Balance $ 75,200.00

Streetscaping Report: Leah McCormick gave us an update on the committee's activities over the year and what to expect for the coming year. We again have Christmas Wreaths adorning the decorative light standards on Sherbrook and Broadway. We will continue on with our White Lights maintenance program, flowers will fill the planters and hanging baskets again this summer.

Marketing Report: Cathie Hoekstra gave us an update on the committee's activities over the year. The new storefront improvement incentive package was unveiled and will start the beginning of January 2006, for all businesses in the zone. Information can be picked up by calling 996-1341. The 'Wreaths of West Broadway' was a first time marketing campaign for the area. A full page spread was placed in the Holiday Edition of Ciao Magazine to entice people to come into the West Broadway area to eat, shop or use other services. More than 60 businesses participated by purchasing a fresh evergreen wreath from the BIZ and decorating it in theme of business or just festive. The wreaths will be judged and a prize of a gift certificate for an ad in Ciao Magazine will be awarded.

We are still giving a fresh flower bouquet to all new businesses along with our business card and latest newsletter. Incentive packages go out to all new business locating in the area; Fresh flowers are delivered to new businesses upon opening, along with BIZ business card and newsletters.

Budget for 2006 Tabled for Approval.
Motion: To approve the proposed budget for 2006 Adam/Edward *Approved/Carried*

Motion: To accept board as presented Adam/Cindy Approved/*Carried*

New Board of Directors for 2006:
Marcel Ayotte **(President)**
Edward Carriere **(Vice President)**
Brian McIvor **(Secretary)** (Chair of Marketing)
Karen Ashley **(Treasurer)**
Leah McCormick (Chair Streetscaping)
Mark Szabo
Neil McMillan
Jenny Gerbasi

Motion: To approve Collin Barrow Auditors Cora/Cindy Approved/*Carried*

Motion: To change the West Broadway-South Sherbrook BIZ to West Broadway BIZ Cora/Cindy *Approved/Carried*

Sherbrook Street Festival needs volunteers!

Meeting Adjourned

Attachment "B"



West Broadway / South Sherbrook

B ❖ I ❖ Z

(Business Improvement Zone)

676 Portage Ave.
PO Box 26003
Winnipeg, MB
R3G 3R3

Phone: 229-6039
Fax: 956-0475

OUR MISSION:

To build community economic vitality by...

- *attracting & retaining profitable businesses & customers*
- *inviting community participation & involvement*
- *advocating for support & assistance in addressing local issues*
- *championing & initiating community improvement*

Winnipeg December 19, 2005

To: Martin Pasieczka

Re: Name Change West Broadway/South Sherbrook BIZ.

At our last AGM. November 17, 2005, a motion was made by Cora (Floral Designs by Gil) and seconded by Cindy (Sherbrook Heights Dental) to change the name West Broadway/South Sherbrook BIZ. to West Broadway BIZ, it was unanimously approved by all members present at the AGM.
I would like to ask you if you could request city counsel to approve this request?

Yours truly

Fokke Hoekstra
Executive director
Attached are the minutes of the AGM 2005

Attachment "C"

THE CITY OF WINNIPEG

BY-LAW NO. .

A By-law of THE CITY OF WINNIPEG to change the name of the West Broadway-South Sherbrook Business Improvement Zone.

THE CITY OF WINNIPEG, in Council assembled, enacts as follows:

1. The West Broadway-South Sherbrook Business Improvement Zone By-law No. 8125/2002 is amended by this By-law.

2. The title is amended by striking out "*West Broadway-South Sherbrook Business Improvement Zone"* and substituting "*West Broadway Business Improvement Zone"*.

3. Section 1 is amended by striking out "*West Broadway-South Sherbrook Business Improvement Zone By-law*" and substituting "*West Broadway Business Improvement Zone By-law*".

4. Section 2 is amended by adding *"as the West Broadway Business Improvement Zone."* at the end of the section.

5. Section 3 is amended by adding *"as the board of the West Broadway Business Improvement Zone*" immediately after "*is hereby continued*".

6. Schedule "A" is amended by striking out "*West Broadway-South Sherbrook Business Improvement Zone*" and substituting "*West Broadway Business Improvement Zone*".

DONE AND PASSED, in Council assembled, this day of , 2006.

_____
Mayor

_____
City Clerk

Approved as to content:

_____
Director of Planning, Property & Development

Certified as to form:

_____

for City Solicitor/Manager of Legal Services