Agenda – Executive Policy Committee – June 13, 2007

REPORTS

Item No. 12 **Business Improvement Zone Name Change – ZAC Quartier Français-French Quarter BIZ**
File FL-7.17

ADMINISTRATIVE RECOMMENDATION:

1. That the attached By-law to change the name of the "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone to ZAC boulevard Provencher Boulevard BIZ (Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone) be enacted by Council.

Note: On June 12, 2007, Tom Scott, The Chocolate Affair submitted a letter in opposition.

RE: By-Law to Change the name of the "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone.

FOR SUBMISSION TO: Executive Policy Committee

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

REPORT DATE: May 22, 2007

RECOMMENDATION:

1. **That the attached By-Law to change the name of the "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone to *ZAC boulevard Provencher Boulevard BIZ* (Zone *d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone)* be enacted by Council.**

Report Summary

Key Issues:

- The "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone, continued by By-Law No 8127/2002, is one of sixteen Business Improvement Zones within the City of Winnipeg.
- On October 6th, 2006 the "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone held its Annual General Meeting in accordance with the Business Improvement Zone Procedures By-Law No. 8111/2002.
- At this Annual General Meeting the General Business Membership held a lengthy discussion in regards to requesting that the name of their Business Improvement Zone be changed. The general decision of interest by the membership was for a new name for the BIZ, and the matter was then left to the board to finalize.
- At the Board Meeting of January 10th, 2007, the Board passed a motion requesting that the name of their Business Improvement Zone be changed to Zone *d'amélioration commerciale boulevard Provencher Boulevard 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 organization created by Council.

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 that continued the BIZ.

HISTORY:
By-Law No. 7310/98 created the Business Improvement Zone known as the "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone". By-law No. 8127/2002 continued this BIZ under the same name.

DISCUSSION:
At the "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone last AGM on October 6th, 2006, a lengthy discussion was held in regards to changing the name "ZAC Quartier Français-French Quarter BIZ". It was felt by the business community that the current name does not necessarily give the right impression and does not really reflect the essence of the BIZ. Three options were looked at and reviewed. The membership present at the AGM agreed after discussion that the final decision of a new name for the BIZ would be left to the Board. "Attachment A" contains the Minutes of the Annual General Meeting.

The "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone has been told that their BIZ name is confusing and misleading for their customers. The BIZ has found that people were identifying the name 'French Quarter' with New Orleans. When the patrons arrived on the street, they were disappointed to not find a New Orleans streetscape or atmosphere made famous by the New Orleans French Quarter. The BIZ wishes to change this misleading image by undertaking and requesting a BIZ name change.

By way of motion made at the January 10th, 2007 "ZAC Quartier Français-French Quarter BIZ" Board Meeting (Attachment B), the Board is requesting to have the By-Law amended to reflect the name by which the BIZ Zone is more known by in the community.

The Letter dated April12th, 2007 (Attachment C), highlights the events of the name change process undertaken, along with the BIZ making formal request to City Council for this name change.

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

Financial Impact Statement Date: May 10, 2007

Project Name:

Name Change for the "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone.

COMMENTS:

The recommendation in this report is that the attached By-Law to change the name of the "ZAC Quartier Français-French Quarter BIZ" Business Improvement Zone to ZAC boulevard Provencher Boulevard BIZ (Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone) be enacted by Council.

There are no financial implications associated with this recommendation.

"Original Signed By"
Mike McGinn, CA
Manager of Finance

IN PREPARING THIS REPORT THERE WAS:

Internal Consultation With and Concurrence By:
Legal Services

External Consultation with:
“ZAC Quartier Français-French Quarter 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\2007 Reports\French Quarter BIZ Name Change.doc

Attachment "A"

ZAC QUARTIER FRANÇAIS
FRENCH QUARTER BIZ

MINUTES OF THE ANNUAL BUDGET MEETING
OF THE FRENCH QUARTER BIZ
7:00 p.m. Monday November 6th, 2006
Step'N Out sur le Boulevard, 157 Provencher Blvd., Saint-Boniface

There were approximately 16 people in attendance. A record of those in attendance is retained on file.

Call to order
Chairperson Alan Shepard called the meeting to order at 7:14 p.m.

1. Greetings and Introductions

Chairperson Alan Shepard (Step 'N Out sur le Boulevard) introduced the board and brought greetings. Members and guests introduced themselves as well as Anne-Marie Thibert-Guénette (Thibert Event and Associated Management – TEAM), part-time administrator for the BIZ who would be taking minutes. Martin Pasieczka, the City BIZ liaison, sent his regrets due to his recuperation from a car accident.

2. Approval of Agenda

Motion: To approve the agenda, Michelle Blanchard, seconded by Bev Morton.
Carried

3. Approval of the Minutes of the 2005 meeting

There was one correction of the word "flour" which should read "floor" on page 3.
Motion: To approve the minutes of the 2005 AGM as amended, Paul d'Eschambault, seconded by Louise Carrière. Carried

4. Year End Report

Alan reported to the membership on the following areas:

Strategic Plan
Following last year's AGM the sub-committee met a number of times to refine and prioritize items based on reasonable expectations of resources. The following priorities were identified.

1. **Develop a newsletter**
2. **Develop an internal directory of members**

3. **Make personal contact**
4. **Develop a BIZ directory (external)**
5. **Do group (co-op) advertising**
6. **Develop a website**
7. **Organize community events**
8. **Develop more partnerships**

Many of these goals have already been achieved or are underway for the coming year.

Newsletter

- First issue went out. Was fairly lengthy in order to allow space for general information on the BIZ for the benefit of new members.
- Plan on three or four issues per year.
- Bilingualism became a French media issue. Options were reviewed in order to accommodate servicing francophone members. Entreprises Riel has offered to help out, as the cost for translation can be prohibitive.

Bridge Banners

In partnership with the Downtown BIZ double-sided banners were produced and installed on the Provencher Bridge.

Decorative Street Signs

In collaboration with the City's streetscaping plans for the neighbourhood, decorative streets signs were produced, to complement the decorative lamps, garbage receptacles, benches, bike racks, and decorative wrought iron pieces already installed. The signs should be installed shortly. It is hoped additional dollars will be available (through the City) to continue the work through to Archibald.

C'est si Bon Together – Ensemble

Upon approval from the membership at last year's meeting for the board to spend the surplus at their discretion it was agreed to invest about $6000 on the C'est si bon partnership with CDEM. This included an ad in CIAO, additional banners on the boulevard, C'est si bon signs on the entrance arch, C'est si bon gobo, and the piece de resistance, a new welcome sign at the Archibald entrance. Installation of the sign should be completed within a couple of weeks. "Identity" kits are also available to members that include bilingual open/closed signs, stickers, etc.

Green Team/Flowers

- 2 students; funding reduced from last year but they were able to start in first intake and do the planting
- Weather (heat) challenges
- Need for a gator or golf cart in order for students to be more efficient

Christmas Décor

Planning lit trees and wreaths as last year

Building Lighting
Maintenance/replacement has been completed.

Boulevard Lighting
Opportunity for this project presented itself in late summer. Board has allocated unspent programming dollars to lighting up the trees on at least the first two blocks where power sources already exist. There will be a combination of green LED lights and a white spot light in order to keep power consumption down while still making an impact. The lights will complement the new lighting plan in Norwood Grove. (It is eventually planned to extend lighting down the entire length of the boulevard but due to the high cost of the electrical infrastructure, this will have to be done block by block. It was emphasized that the east end of the boulevard is not being forgotten in all streetscaping plans.)

Website
- After some confusion on the status of the domain name, the website was found. The address is www.frenchquarterbiz.ca. The permanent email address is info@frenchquarterbiz.ca
- The board has prioritized updating the existing website and developing the member directory section. Links will be available to members' websites.

MOTION: to approve the report as presented, Alan Shepard, seconded by Paul d'Eschambault. CARRIED

6. Treasurer's (Financial) Report

The audited financial report, prepared by André Couture was circulated, for the year ending December 31 2005. (Due to cost and the fact there are accounting firms within the BIZ, the services of Talbot & Associates were not retained to undertake the 2005 audit, although they were appointed at last year's AGM.)
The Chairman noted that an adjustment had been missed with the 2004 audit and a deposit made in January 2005 for Green Team wages should have appeared as a receivable in 2004. This has been corrected

MOTION: Ratification of the board decision to appoint André Couture as auditor for the 2005 fiscal year end, Paul d'Eschambault. Seconded by Ed Sarna. CARRIED

MOTION: to approve the audited statement for the year ending December 31 2005 as presented, Alan Shepard, seconded by Colleen Harvey. CARRIED

MOTION: to leave the appointment of the auditor for 2006 to the discretion of the board, with efforts to find a BIZ member, Paul d'Eschambault, seconded by Tom Scott. CARRIED

7. Presentation of 2007 Proposed Budget

The draft budget was circulated and discussed. Alan and Anne-Marie presented the highlights, including staffing plans and a gator and tank purchase (depending on grants) and a possible spring promotional/festival event with a "French contemporary" feel (tied in to Doors Open Winnipeg, the Optimists or other group).
It was suggested that more perennials could be planted to save on annual costs.

MOTION: to approve the budget for 2007 as proposed, Alan Shepard, seconded by Tom Scott. CARRIED

8. Elections

Connie, Léonie, Bev, and Julie's terms are up; Julie will not be returning.

The remaining four directors (Alan, Colleen, Gord and Michelle) have one year left. The last three were appointed earlier in the year by the board after Sylvie Atwell had to step down, and there were two vacant seats. There are therefore 4 seats to fill.

Dan Vandal will be appointed by Council.

The floor was opened for nominations.
Michelle Blanchard nominated Bev Morton, seconded by Tom Scott. Bev accepts.

Louise Carrière nominated Joel Carrière, seconded by Paul d'Eschambault. Joel accepts.

Bev Morton nominated Angelica Saurette, seconded by Paul d'Eschambault. Angelica accepts.

There were no further nominations.
MOTION: to elect the slate of nominees presented, Tom Scott, seconded by Colleen Harvey. CARRIED

There remains one vacant seat. The board has the authority, upon consultation with the Councillor, to appoint a member to the vacant seat and will attempt to do so.

9. New Business

a) C'est si Bon Stickers are available in two sizes. Examples of creative uses were shared.

b) Potential BIZ Name Change

It was felt the current name does not necessarily give the right impression and does not really reflect the essence of the BIZ. There are false expectations. St. B seems to be falling off the map.

The three options under consideration are:
1) remain the same
2) ZAC Vieux St-Boniface/Old St. Boniface BIZ
- history and culture is a strong point; capitalize on Entreprises Riel and Travel MB's marketing using this term
3) ZAC boulevard Provencher Boulevard BIZ (Alan showed a mock-up of a logo using the bridge – Esplanade Riel – as the focus)
- recognizable city-wide; people associate the area with the bridge which is now a landmark
- Provencher stands alone in French and English
- logo could include the river, the City Hall building, the Cathedral

There was discussion on the design of the street sign(s), and the ongoing themes of the arches, lamp standards, and wrought iron.

Slogan ideas:
Winnipeg's French quarter in the heart of Old St. Boniface
Come see what's new in Old St. Boniface

The BIZ name is about the *commercial* district.

Three or four logo options will be looked at by the board.
The general direction of interest was for a new name of Provencher BIZ which will be left to the board.

c) Bump out

Tom Scott requested the BIZ petition the City to remove the bumpout (sidewalk extension) in front of Bijou Treasures. He believes it takes up 4 parking spaces and no bike rack was ever placed on it.
Alan explained that in general the BIZ supports initiatives that slow down traffic, which was one of the reasons why it was installed.
There was discussion on how many parking spaces are truly lost.
Tom chose not to advance a formal motion, as it was his desire that the board proceed with his request of their own volition. General consensus was to support the petition if that is what the business owners on that block want. Tom left the meeting prior to advancing any formal motion. The membership agreed to refer the issue to the board.

There was further discussion on the subject of the BIZ supporting members' issues. It was agreed the process for advancing concerns should be explained in a future newsletter.

10. Adjournment

Motion: to adjourn the meeting at 9:23 p.m., Colleen Harvey, seconded by Bev Morton.
Carried

Minutes prepared by Anne-Marie Thibert-Guénette.

Attachment "B"

ZAC QUARTIER FRANÇAIS
FRENCH QUARTER BIZ

MEETING of the BOARD of the FRENCH QUARTER BIZ
9:00 a.m. Wednesday January 10th, 2007
Step'N Out sur le Boulevard, 157 Provencher Blvd., Saint-Boniface

Present:

Alan Sheppard	Step'n Out
Bev Morton	Wayne Arthur Gallery
Colleen Harvey	Belgian Credit Union
Joel Carrière	PMC Desaulniers Insurance
Angelica Saurette	Eco-Fibra
Gord Thurston	Roll 'n Doh Bakery
Councillor Daniel Vandal	
Mathieu Allard	Assistant to Councillor Vandal
Anne-Marie Thibert- Guénette	Administrator

Regrets:

Michelle Blanchard	Provencher Therapeutic Massage
Martin Pasieczka	Neighbourhood Economic Development Officer

Call to order
Alan called the meeting to order at 9:09 a.m. and welcomed the new members to the board.

1. Approval of Agenda

Motion: To approve the agenda, Bev. Seconded by Joel. Carried

2. Approval of the Minutes of the December meeting

Motion: To approve the minutes from the last meeting, Joel. Seconded by Angelica. Carried

3. Business Arising

a. Election of Officers

MOTION: To appoint Alan Shepard as Chair, Colleen Harvey as Vice-Chair, and Bev Morton as acting Treasurer (with limited responsibilities) until the position can be filled, Joel. Seconded by Gord.

Carried

There remains one vacant seat on the board.

MOTION: That the signing authorities on the Caisse account for 2007, be the Chair, Vice-chair, Bev Morton, and the treasurer (if the position is filled), Joel. Seconded by Gord.

Carried

b. Building Lights – It appears most businesses have their lights on. There was a review of the situation at Eco-Fibra. Anne-Marie is to call Trevor to discuss Eco-Fibra (doing the straight line and not the pitch if necessary), removal of the wreaths, installation of the plastic sash in the trees, and "tweaking" of the lights in time for Festival.

MOTION: To spend up to $400 to replace burned out and damaged building lights prior to the Festival du Voyageur, Angelica. Seconded by Dan. Carried

c. Festival du Voyageur sponsorship – Anne-Marie provided an overview of the agreement for the benefit of the new board members.

d. Welcome Sign – There has been progress on installation. Anne-Marie to check into the status of the sign installation.

4. Correspondence

- Hydro bill (Anne-Marie will now put a hold on the meter given the boulevard lights will not be going in for some time)
- Telecom Options – monthly bill
- Acknowledgement from the city that the 2007 Zone levy and budget were received
- WBA – request to identify the two voting members from each BIZ for 2007 (Alan and Colleen), nomination form for the 2007 executive (none), notice of the February 8th AGM date (Colleen will attend with Anne-Marie). The BIZ's time and investment, as well as the WBA's advancement with their strategic plan will be monitored over the next while to evaluate interest in continuing membership

5. Chairman's Report

There have been numerous calls from members regarding concerns about the buildup of snow banks, impassable sidewalks, and lost parking (due to snow). Dan reviewed the city policy indicating only the downtown has a snow bank removal edict. Other neighbourhoods are serviced only when very high levels are reached. That level has been reached and it is hoped removal will be completed by the end of the week. Banks will also be removed prior to Festival.

6. Administrator's Report

Anne-Marie conveyed Martin's appreciation for the holiday basket that was sent to him on behalf of the BIZ.

Anne-Marie advised that she had a scout troupe lined up for the proposed community planting party (with honorarium). The last Sunday in May is suggested. Gord indicated that the St. Boniface Optimists might be available to come out and barbecue for the volunteers. A general invitation will also be sent to the community and members. Vandervene's Nursery provided good prices so they will be approached again for this year. Many of the barrels are starting to wear out so this is a concern. Dan was advised about concerns regarding the water source closer to Archibald. He will work with the BIZ to ensure Public Works is on top of the situation if there is a problem in the spring. The planting budget is $5000. Alan and Angelica offered to form a sub-committee to make the decisions regarding flower selection and priorities for the remaining dollars.

7. Treasurer's Report

As indicated previously, the budget and audit have been filed with the City and the levy request will be advancing to council.

There was a lengthy discussion regarding the BIZ's current cash flow challenges. A receivable for the Green Team grant was recently deposited (bringing the current balance to - $3680) however the $6000+ due from the City for the street sign project is still outstanding. Once received there will still be eventual cash flow problems as the first levy payment is not received until July 1st. There is also question of the exact amount of the surplus as the cash flow does not seem to reflect the surplus budgeted. Until the books are completed by Julie and passed to a new treasurer the situation will remain uncertain.

MOTION: That a letter be sent to the Caisse requesting overdraft protection/line of credit in the amount of $5000 and a request be sent to the city requesting an advance of $5000 on the 2007 levy, Colleen. Seconded by Joel.
Carried

After some discussion it was agreed that Anne-Marie would use a portion of her time to manage the books and prepare quarterly financial statements, including budget to actual. She advised that some time would be required for the transfer from Julie and setting up the books in her software. The situation will be revisited once and if a treasurer is found. Anne-Marie will also advise re her time and what tasks might have to be re-assigned.

8. New Business

The board addressed the BIZ name change issue. Member feedback from the AGM was reviewed. Anne-Marie briefed the board on her discussions with Dave McNair re the draft logos he worked on last year. (He is to provide her with his sketches and if any are used the board will decide on an adequate compensation. There are funds in the marketing budget.)

MOTION: That the new name of the BIZ be: Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone, Joel. Seconded by Bev. Carried

Appropriate steps will have to be followed to have the name change advanced to council for final approval.

There was a brief discussion regarding the numerous restaurants now confirmed for the boulevard. Mamy's at the old Three Sisters Teahouse has already opened. Two to three more will be opening later this year (at the Qualico site, where Flavie was and at the Riel development).

9. Adjournment

The meeting adjourned at 10:48 am.

The next meeting will be held February 28th as it did not seem necessary to meet prior to that time. *(The by-laws indicate 8 meetings be held throughout the year.)*

Attachment "C"

ZAC QUARTIER FRANÇAIS
FRENCH QUARTER BIZ

April 12, 2007

Martin Pasieczka
Neighbourhood Econ. Dev. Officer
Planning and Land Use Division
Design and Implementation Branch
15 – 30 Fort St.
Winnipeg, MB R3C 4X5

Dear Martin,

At the January 10th, 2007 meeting of the board of directors of the ZAC Quartier français / French Quarter BIZ the following motion was adopted:

MOTION: That the new name of the BIZ be: Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone, Joel Carrière. Seconded by Bev Morton. *Carried*

Pursuant to the procedures you described this letter is the BIZ's official request to change its legal name from:

Zone d'amélioration commerciale Quartier français /
French Quarter Business Improvement Zone
to
Zone d'amélioration commerciale boulevard Provencher Boulevard
Business Improvement Zone

I have attached a copy of the full board minutes as well as a copy of the 2006 AGM minutes that reflect the membership's decision to leave the final name selection to the board. Please advise if you require any further documentation prior to beginning the process with the legal department to write the new by-law. We understand that final approval must be received by City Council and the entire process could take a couple of months.

Thank you,

A-M Thibert-Guénette

Anne-Marie Thibert-Guénette
Administrator

cc Board of Directors including Councillor Daniel Vandal

Attachment "D"

THE CITY OF WINNIPEG

BY-LAW NO. .

A By-law of THE CITY OF WINNIPEG to change the name of the ZAC Quartier français / French Quarter BIZ to the Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone

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

1. The ZAC Quartier Francais-French Quarter Business Improvement Zone By-law No. 8127/2002 is amended as follows:

(a) the title is amended by striking out "*ZAC Quartier Francais-French Quarter Business Improvement Zone"* and substituting "*Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone"*;

(b) section 1 is amended by striking out "*ZAC Quartier Francais-French Quarter Business Improvement Zone"* and substituting "*Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone"*;

(c) section 2 is amended by adding "*as the Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone"* at the end of the section;

(d) section 3 is amended by adding "*as the board of the Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone"* immediately after "*is hereby continued*"; and

(e) schedule "A" is amended by striking out "*ZAC Quartier Francais-French Quarter Business Improvement Zone"* and substituting "*Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone"*.

2. Any references to the ZAC Quartier Francais-French Quarter Business Improvement Zone in any By-law, Policy or other document of the City of Winnipeg are hereby deemed to be references to the Zone d'amélioration commerciale boulevard Provencher Boulevard Business Improvement Zone.

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DONE AND PASSED, in Council assembled, this day of , 2007.

_____
Mayor

_____
City Clerk

Approved as to content:

_____
Acting Director of Planning, Property
and Development

Approved as to form:

_____
for City Solicitor/Manager of
Legal Services