Agenda – Executive Policy Committee – November 9, 2011

REPORTS

Item No. 5 Name Change – Mosaic Market to North End Business Improvement Zone

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

1. That Council enact a By-Law (draft attached as Schedule A) to change the name of the Mosaic Market Business Improvement Zone to the North End Main Street Business Improvement Zone

2. This Report also recommends that the attached By-Law will replace the existing legal description in Schedule "A" of the By-Law with an easy-to read map (attached as Schedule "A" to the draft By-Law).

ADMINISTRATIVE REPORT

Title: By- Law to change the name of the Mosaic Market Business Improvement Zone

Critical Path: Executive Policy Committee → Council

AUTHORIZATION

Author	Department Head	CFO	CAO
P. Regan	**B. Thorgrimson**	n/a	D. Joshi, COO

RECOMMENDATIONS

1. That Council enact a By-Law (draft attached as Schedule A) to change the name of the Mosaic Market Business Improvement Zone to the North End Main Street Business Improvement Zone

2. This Report also recommends that the attached By-Law will replace the existing legal description in Schedule "A" of the By-Law with an easy-to read map (attached as Schedule "A" to the draft By-Law).

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.

IMPLICATIONS OF THE RECOMMENDATIONS

The name change will have no general implications for the organization overall and/or for other departments.

HISTORY

- By-Law No.6220/93 created the Business Improvement Zone known as the "Mosaic Market Business Improvement Zone". By-law No. 8117/2002 continued this BIZ under the same name.
- On November 9th, 2009 the "Mosaic Market" 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 passed a motion requesting that the name of their Business Improvement Zone be changed to *North End Main Street Business Improvement Zone*, with last consideration being left to the board to finalize. ("Schedule B" contains the Minutes of the Annual General Meeting.)
- At the Board Meeting of January 14th, 2010, the Board passed a motion requesting that the name of their Business Improvement Zone be changed to *North End Business Improvement Zone*. ("Schedule C" contains the Minutes of the Board Meeting.)
- The Mosaic Market BIZ wants to change its name to recognize the long standing history and tradition of the North End and Main Street as it relates to the revitalization and the proud tradition of the neighbourhood. They want to go back to the original name.
- On January 13th, 2011, Mosaic Market BIZ hired Fusion Communications Group, to undertake the design and development of a new visual identity to support the rebrand of Mosaic Market BIZ to the North End BIZ; this also included a new logo design and surveying the BIZ membership
- This process took approximately a year to complete.

In order to make the BIZ boundaries easier to identify, this Report recommends that the traditional written description of the boundaries of the Mosaic Market Business Improvement Zone in Schedule "A" of By-Law No 8117/2002 be replaced with a map showing the boundaries of the Mosaic Market BIZ in the Schedule. The map is attached to the draft By-Law as Schedule "A".

Accordingly, this Report recommends that Council enact a By-Law to change the name of the Mosaic Market Business Improvement Zone to the North End Business Improvement Zone.

FINANCIAL IMPACT

Financial Impact Statement Date: October 28, 2011

Project Name:

By- Law to change the name of the Mosaic Market Business Improvement Zone

COMMENTS:

The recommendations contained in this report are that Council enact a By-Law (draft attached as Schedule A) to change the name of the Mosaic Market Business Improvement Zone to the North End Main Street Business Improvement Zone and that the attached By-Law replace the existing legal description in Schedule "A" of the By-Law with an easy-to read map (attached as Schedule "A" to the draft By-Law).

There are no financial implications associated with these recommendations.

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

CONSULTATION

In preparing this report there was consultation with:

- Legal Services Department

SUBMITTED BY

Department	Planning, Property and Development
Division	Planning and Land Use
Prepared by:	Martin Pasieczka, Neighbourhood Economic Development Planner
Date:	*October 31, 2011*
File No.	

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"Schedule A"

THE CITY OF WINNIPEG

BY-LAW NO.

A By-law of THE CITY OF WINNIPEG to rename the Mosaic Market Business Improvement Zone as the North End Business Improvement Zone

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

Title

1 This By-law may be cited as the **"North End Business Improvement Zone Bylaw"**.

Business Improvement Zone continued

2 The Business Improvement Zone known as the "Mosaic Market Business Improvement Zone" maintained by the Mosaic Market Business Improvement Zone By-law No. 8117/2002, the area of which is described in Schedule "A" to this By-law, is hereby continued as the "North End Business Improvement Zone".

Board continued

3 The Board maintained by the Mosaic Market Business Improvement Zone By-law No. 8117/2002 is hereby continued and the individuals who are members of the Board as of the date this By-law comes into effect are hereby confirmed in their positions for the duration of the terms for which they were elected.

Composition of the Board

4 The Board consists of

(a) one member of Council appointed by resolution of Council; and

(b) seven members elected or appointed from member businesses according to the procedure set out in the Business Improvement Zone Procedures By-law.

Repeal of By-law No. 8117/2002

5 The Mosaic Market Business Improvement Zone By-law No. 8117/2002 is hereby repealed

DONE AND PASSED, this day of , 2011.

Approved as to content:

_____
Director of Planning, Property and Development

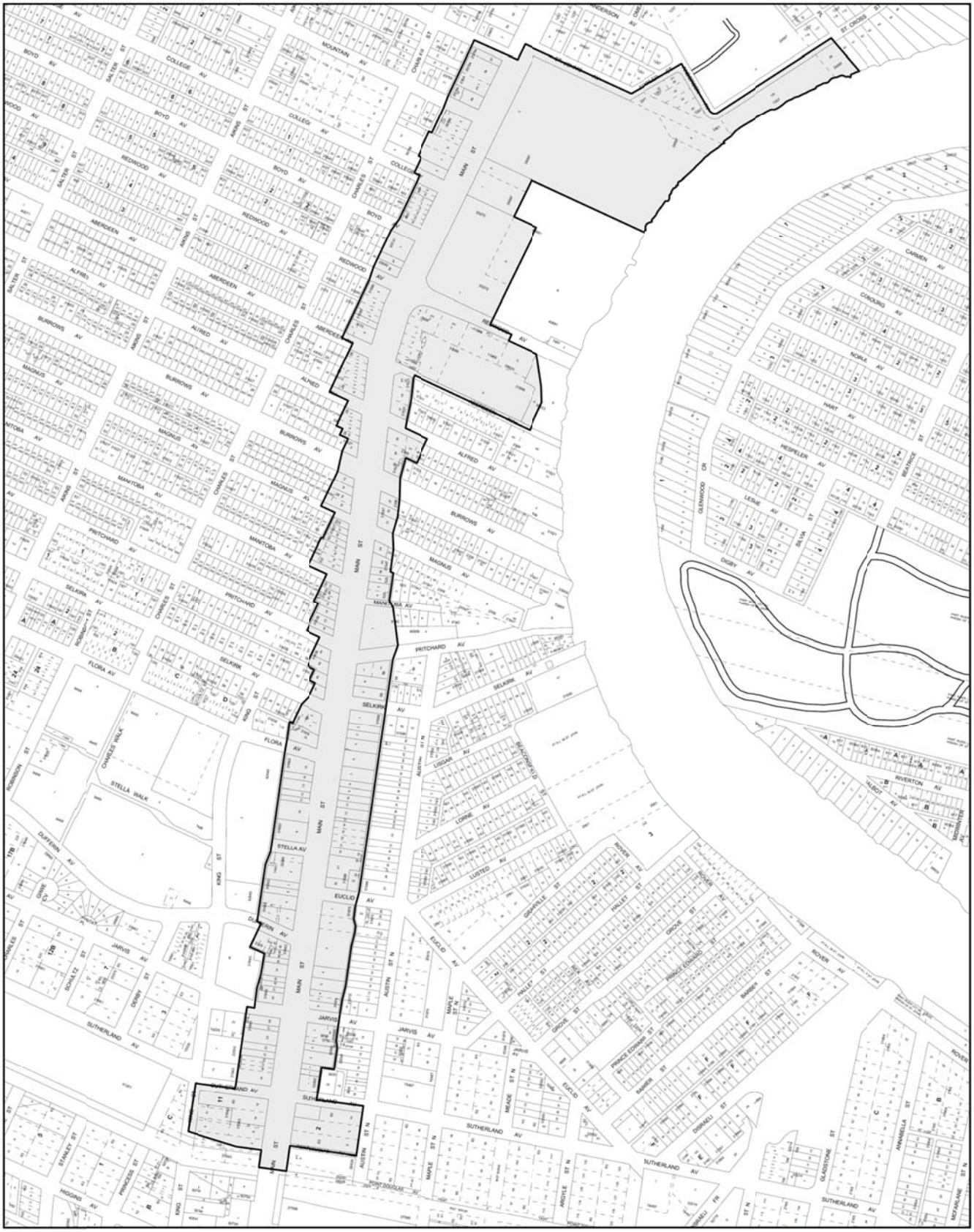
_____
Mayor

_____
City Clerk

Approved as to form:

_____
For Director of Legal Services/City Solicitor

Schedule “A” to the North End Business Improvement Zone By-Law No. _____.



"NORTH END"
BUSINESS IMPROVEMENT ZONE

Schedule "B"

Mosaic Market Business Improvement Zone
2009 Annual General Meeting
November 9th, 2009, Kelekis Restaurant, 1100 Main Street
MINUTES

Present: See attendance sheet attached.

1. 7:00 – President Jim Pappas welcomed all members and guests.
2. 7:10 – Dinner . The meeting was called to order at 8:10 p.m.

3. Motion: To appoint Kerstin Warren as Minute Taker for the Mosaic Market BIZ 2009 Annual Genreal Meeting. Jim Pappas, Seconded Andy Gajdamowicz, Carried.

4. Motion: To approve the Agenda for 2009 Annual General Meeting with the amendment of change of date under "number 5" to 2008.

5. Motion: To approve the Minutes of the 2008 Annual General Meeting. Brian Hnatiuk, Seconded Andy Gajdamowicz, Carried.

6. Business Arising From the Minute

(a) Mosaic Market BIZ Neighbourhood Overlay: Martin Pasieczka (City of Winnipeg, Property, Planning and Development) confirmed that Michael Robinson and Noah Yauk (PP&D) were working on this. Due to City reshuffling, it was put on the back burner for awhile.

(b) Higgins Underpass Mural Project: 30 murals were completed by artists from the Graffiti Art Gallery. The murals were currently being installed by Building Futures, a skills training program administered by Siloam Mission. The entire project came in under budget, therefore individual member sponsorships will not be billed. The board would also like to see the project expand with additional murals, at no charge to members, therefore applications will be sent out in the new year. Improved lighting of the underpass is a shared concern for both the MM BIZ and the Downtown BIZ. The DT BIZ has added improved lighting of the underpass to their 2010 budget.

7. President's Report: Included in members' AGM packages and President Jim Pappas presented verbally. Additional points presented were that as members we need to be aware of the changes in our area, and as the Downtown expands and improves through redevelopment, this will impact us. We need to be proud of our North End and support the North End. We need to invest in our businesses, our buildings and our future.

8. Financial Report: Presented by Treasurer Andy Gajdamowicz.

(a) Motion: To approve the 2008 Audit. Glen Kennedy, Seconded Tony Locerbo, Carried.

(b) Motion: To appoint Gulenchyn and Verity as Auditor for the 2009 Mosaic Market BIZ audit, as recommended by the Board of Directors. Donna Korban, Seconded Andy Gajdamowicz, Carried.

(c) Motion: To approve the 2010 Mosaic Market BIZ budget as presented. Parviz Lotfi, Seconded Andy Gajdamowicz, Carried.

Question: (Brian Hnatiuk) How will the BIZ levy reduction (possible eventual elimination) affect the MM BIZ's viability?

Answer: (Martin Pasieczka) The Winnipeg BIZ Association is looking at different models, specifically the property tax model. Currently the levy is assessed on Business Tax. Other BIZ's are also exploring expansion as a ways of increasing their revenue.

9. Report on Nominations: None Received. No nominations from the floor. The Board of Directors will pursue volunteers for board positions.

10. Question & Answer Session: None put forward.

Note: Judy Wasylycia-Leis was in attendance and took the time to address the membership, thanking them for their continued support of the area, and confirming that they can contact her office with any questions and concerns. She stressed the importance of buying goods and services locally, the pioneering spirit and pride of North Enders, the history and the challenges they faced in the past, face currently and the challenges and hopes for the future.

11. New Business: Scatliff, Miller and Murray, Landscape Architects.

Ana Hodych and Derek Murray from S+M+M gave a power point presentation of the two phase Mosaic Market BIZ streetscape plan.

- There are three primary zones along the strip. (a) The overpass to Jarvis is a light industrial area, this is the area that has the highest concentration of safety issues. It needs improved lighting, a redesigned gateway (reduction of blind corners at the underpass), installation of gateway features to welcome pedestrians and vehicular traffic into the Zone, such as "teaser advertisements/information boards". (b) The Main commercial strip, Jarvis to Redwood has a unified feel; the buildings are primarily smaller and close to the street. (c) From Redwood to St. John's Avenue is a light suburban streetscape, with primarily strip malls leading into a residential area.
- Consultation was done with residents, businesses and commuters to find out what makes the North End unique. Confirmation that is was a very vibrant community with a long and colourful history. There is a certain confidence and attitude of North Enders that they can overcome all types of obstacles. To retain and further improve pedestrian traffic, and urge people to park their cars and walk and explore, we need to improve streetscaping elements.
- One way to accomplish this is to utilize the unique history of the area, and the important alumni that we have, ie., a "hall of fame" this would consist of large scale posters, billboards with changing messages and pictures, advertising and educating people about the famous and influential people that called the North end "home". Smaller installations of this media effort would be concentrated at popular gartering spots such as bus stops, and larger intersections.
- The North End has a unique aesthetic, combinations of Retro and Chic, with some fantastic signage. We need to bring back the light, colour and whimsy.
- We need to develop a central hub and meeting area, with an abundance of pedestrian elements, such as benches, raised flower beds, shrubs and lighting.
- The historical festoon lighting crossing intervals of Main Street should be refurbished. Though MB Hydro has discontinued this type of lighting, alternatively LED lighting could replace the bulbs.
- There is an absence of "green space" and raised beds and shrubs could add welcome color and vibrancy and break up the mass of concrete.
- The old black banner poles with the phoenix banners need to be replaced or removed.
- Basic amenities such as bike racks, garbage receptacles, recycling receptacles, fencing and screen planting of empty lots is phase one.

Questions & Answers Session

Question (Brian Hnatiuk): Did your firm take into effect the results of last year's workshop at the AGM? Many of those comments are not reflected here.

Answer (Ana): The results of that workshop have not been completed. That is still being worked on by Property Planning and Development.

Question (Brian Hnatiuk): These new diamond lanes are causing issues. When did your firm find out about this (transit lanes)? This transit upgrading was passed February 10th, 2009.

Answer (Ana): We found out halfway through the process.

Comment (member): The poles just showed up in front of our businesses. Transit just went ahead. No one in the Zone was consulted. No one at Transit could provide answers when asked.

Question (Brian Hnatiuk): Where is parking in this new Transit plan?

Answer (Jim Pappas): The notes (plan) are likely property of the City. We can try and access them.

Comment (Donna Korban): We should recoup money we've had to pay because of other issue caused by things out of our hands. There is refuse all over the sidewalks from these installations. The BIZ should be reimbursed by whoever caused this issue.

Comment (Doug Peever, PP&D): We see this type of thing often. Then we have to start over again because of Transit proceeding without adequate consultation.
Comment (Jim Pappas): Our City appointed Councillor is absent.
Comment (Joe Sawtus): The person who should be here, addressing this issue isn't, our Councillor. Our ability to implement democratic process has been taken away.
Comment (Judy Wasylycia-Leis): The issue is with the City, not Transit. The City has final say, they had to pass it. I suggest you write an official letter to the City, from the BIZ, demanding a reassessment.
Comment (Ana): The overall phase two plan is still in a conceptual stage.
Comment/Question (Brian Hnatiuk): We should sign a petition against the diamond lanes. Why are there no diamond lanes closer to the Disraeli?
Question (Jim Pappas): Who decided we needed these diamond lanes? Would everyone be willing to sign a letter of protest against the lanes? (Show of hands, majority in favour of letter.) We should also draft a letter of protest regarding our Councillor's lack of attendance. Anyone who wants to be involved contact me.
Question (member): Why are the transit diamond lane poles so large and the signs so small?
Comment (Martin Pasciezka, PP&D): Regarding the presentation by S+M+M, this is a two phase process, one is a revitalization of the old, and the second is the introduction of new elements. I suggest that you don't start a petition. Write a letter to the Executive Policy Committee. The City is moving to an active transportation model, to increase pedestrian traffic. To increase the amount of people riding bikes and taking buses. To encourage people to use other modes of transportation besides cars. Transit maybe should be partnering with the BIZ, moving the poles at Transit's cost.
Comment (Donna Korban): It doesn't matter what other large City models are, Winnipeg is unique, so it shouldn't apply.
Comment (Doug Peever, PP&D): This was an integrated planning approach, but the parking portion is missing.

- **Mosaic Market BIZ Name Change: Some discussion, followed by a poll.**

Motion: To change the name of the Mosaic Market BIZ to the "North End Main Street BIZ". Andy Gajdamowicz, Seconded Donna Korban, Carried.

12. Motion: To adjourn. Kevin Hiebert

Meeting adjourned at 9:20 p.m.

President Jim Pappas **Secretary Parviz Lotfi**

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Schedule "C"

Mosaic Market BIZ

Board of Director's Meeting, January 14th, 2010,992 Main Street

MINUTES

Present: Jim Pappas, Kevin Hiebert, Kerstin Warren, Parviz Lotti, Andy Gajdamowicz, Rob McDonald, Astrid Lichti, Martin Pasieczka

1. The meeting was called to order at 6:15 p.m.

2. Motion: To approve the Agenda. Andy Gajdamowicz, Seconded Kevin Hiebert. Carried.

3. (a) Motion: To approve the October 8th, 2009 Minutes. Andy Gajdamowicz, Seconded Parviz Lotti. Carried.
(b) Motion: To approve the 2009 Annual General Meeting Minutes for distribution to the membership. Andy Gajdamowicz, Seconded Parviz Lotfi. Carried.
(c) Motion: To approve the December 2nd, 2009 Minutes. Parviz Lotfi, Seconded Kevin Hiebert. Carried.

4. Election/Appointment of Treasurer. No nominations. President Jim Pappas appointed Andy Gajdamowicz as Treasurer.

5. Business Arising From the Minutes
(a) Banners: The banners say "Winnipeg's" as opposed to "your" North End which the board agreed that using "your" personalized the banner. Jim Pappas is not happy with the design and Astrid forwarded Jim's comments to Doug Peever. Mr. Peever replied that he would be back in the office next week and would attend to it then. To date we have not heard anything. Jim Pappas has left a message with the Downtown BIZ, but it has not been returned. The board feels that payment to the design firm should be held back pending a resolution. Jim will contact John Kiernan and discuss the matter directly. Decision is tabled until the February meeting.
(b) Transit Letter: A draft of relevant points was included in the board packages. The letter will also be sent to Brad Sacher of Public Works who addressed the media with the comment that "no diamond lanes will be installed until full public consultation has taken place." Rob McDonald will provide Astrid with the media clip for reference. Astrid will formulate the points into a proper letter and vet past Brian Hnatiuk and the Executive prior to sending.
(c) MM 2009/2010 Grants: 32010 Grant applications have been received. Two 2009 Grants were paid out late; Joy Beauty and Economy Furniture.
(d) Mural Project Expansion: Astrid called T J (GAP) and they are eager to work with us again. The process will be much quicker as the contract with CP is signed and Building Futures is familiar with the hardware and installation process. Cody Starr, one ofthe GAP artists passed away. Astrid sent a condolence via email but would like to sent a letter (card) for GAP to forward on to the family. GAP was hosting a memorial at their facility, but Astrid was unable to attend due to another commitment. In consensus, the board agreed to forward a cheque for $50.00 and a proper sympathy card to GAP with the request to forward it on to the family of Cody Starr. Astrid will also apply to NA! For $'s to expand the mural project and also put in an application to Community Places. Once the mural expansion has been completed, Building Futures, MM BIZ and GAP should collectively hold a press conference at the underpass.
(e) MM BIZ Proposed Name Change: Although the board recognizes the input of the membership regarding the name change, it feels the proposed name "North End Main Street BIZ" is too long. Motion: To change the proposed name to North End BIZ. Andy Gajdamowicz, Seconded Rob McDonald. Carried.
Astrid will work with Martin on the legal aspect of changing the name.
(f) Parks & Open Spaces: Astrid attended the meeting which was a very condensed version of the original. This did not allow adequate time for verbal input. Martin will remind Donna Beaton to forward the power point presentation and the Minutes ofthe meeting. It was a consensus amongst the BIZ reps that attended that an increasing number of trees were being removed (salt damage, soil damage, vehicular damage, disease) and not being replaced. The City average is for every four trees removed, one is replaced. The primary reason for lack of replanting, is budgetary.

(g) 818 Main Street: The deadline for establishment of the granted variance is April 2010.
(h) Magnus Centre: The applicant is appealing the rejection, date set for January 21 st, 2010 (City Hall). To register your opposition and/or to speak, contact Mark Pittet, City Clerk at 986-4229.

6. Standing Items
(a) WBA: No meeting yet. Astrid will contact Karen from the WBA and forward Rob McDonald's contact information.
(b) NECRC
-Ambassadors Project: All the applications have been received. Astrid will take part in the hiring process prior to February 16th, 2010.
- 2010 SEG Program: This has been submitted to NA!, without confirmation ofthe sliding scale ratio dependant upon the scope of the renovations.
(c) NNSS: Astrid has attended the last few meetings. Currently the committee is working on a drug awareness campaign.
(d) New/Departed/For Sale Businesses: landstar Development Corporation and Stride Development Corp, two of the owners of the old Molson Brewery Site, had applied for a zoning variance and indicated that they would complete a section ofthe North Winnipeg Parkway, if the variance was granted. However, the January zoning meeting was tabled until March. It was cautioned that under other such agreements that the City had with developers, the developers did in fact not complete promised improvements to green space, but rather donated money to other greening/parks projects or financed improvements to green space that was outside of the boundaries of the original plan to the community. As the City has no firm policy that it follows in these cases, the public should be very cautious when developers make assurances as the City does not mandate that the developers follow to the letter. Further discussion as to the relevance of a call centre, when one such large call centre will be closing in Winnipeg and other large call centres have moved out of Canada. A better plan for the land is a possible extension of Holy Family Nursing Home for senior's housing, or Holy Trinity had in the past wanted to build a senior's compiex.

7. Financials
(a) Entegra: The balance as of December 31st, 2009 is $3141.29
(b) Carpathia: The balance as of December 31 st, 2009 is 96,697.62 with verification of the UGT reimbursement for $1 ,630.05 having been deposited on December 14th 2009.
(c) Cheques to sign: Done.
(d) 2010 City filings: Completed and received, verified by Martin Pasieczka.
(3) Profit and Loss Statements: Circulated.
Motion: Upon circulation and perusal of all financial documents, to accept them as presented. Parviz Lotti, Seconded Andy Gajdamowicz. Carried.

8. New Business: The Powerline Safety Program was included in the board packages. Board members will be polled in one week for opinions. In addition the information could be hand delivered to all the members and the members could be polled as to interest. Astrid will touch base with the board in one week.

9. Correspondence: Circulated and discussed including two new pieces; The DT BIZ Berne Study (available on-line at the DT BIZ website-very interesting) and the Mayor's State of the City Address. The board declined to send a representative to the City Address.

10. Next Meeting Date: Prior to Astrid's departure to Africa, so the meeting is moved to February 4th, 2010, dinner served at 5:30 p.m. Andy Gajdamowicz expressed his regrets for the February meeting.

11. Motion: To Adjourn. Kevin Hiebert
Meeting adjourned at 7:50 p.m.