

Leduc Downtown Business Association

2021 Annual Report





ANNUAL GENERAL MEETING

Monday, February 7th, 2022
7:00 PM | Virtual Meeting on Zoom

2022 AGM AGENDA -

1. CALL TO ORDER
2. APPROVAL OF AGENDA
3. ADOPTION OF MINUTES FROM LAST AGM: February 12th 2021
4. 2021 Annual Report
5. 2022 - 2025 Strategic Plan Review
5. Appointment of 2 Auditors
6. Bylaw Amendments
7. Election of Board of Directors
 1. Bio presentation from nominees
 2. Voting Period
 3. Call to close electronic voting
 4. Motion to destroy electronic ballots after the count and verification by scrutineers
8. ADJOURNMENT

Board of Directors

MISSION

To promote, enhance and advocate for the downtown core of Leduc through leadership and partnership.

VISION

The Downtown core of Leduc will be a vibrant, important and recognized source of business success, culture and community building within the City of Leduc.

GOALS

1. Be a valued partner between the City of Leduc, key business organizations (i.e. The Chamber), and our members consisting of businesses and landowners
2. Be involved in economic development initiatives to acquire and retain key businesses in the downtown area
3. Create and enhance relationships and engagement with members
4. Establish a sustainable operational funding model to increase the organizations capacity
5. Attract members of the local and surrounding communities to regularly visit the downtown core
6. Enhance and develop the perception of Downtown

Chair: Jaime McKeag Reber, Aurora Yoga & Spa

Vice-Chair: Amber Cook, The Light House Cowork

Treasurer: Chris Cholak, MNP

Vice-Treasurer: Melissa Lenos, Intrinsic Business Solutions

Secretary: Brenda Goddu-Smith, Envision Medical Spa

Directors

Amanda Wilson, Prestige'd Studio

Eric Schrader, Schrader Holdings (Block 50)

Katherine Dogterom, Jar'd Mercantile

Sam Dalupang, 9-Round Fitness

Non-Voting Stakeholders

Ryan Pollard, City of Leduc Council Liaison

Carley Graham, City of Leduc Administration

Rusty Livingston, Leduc Nisku Wetaskiwin Regional Chamber of Commerce





Operational Reports

1. Marketing
2. Events
3. HR & Bylaws
4. Safety & Security
5. Member Relations & Advocacy
6. Finance

MARKETING

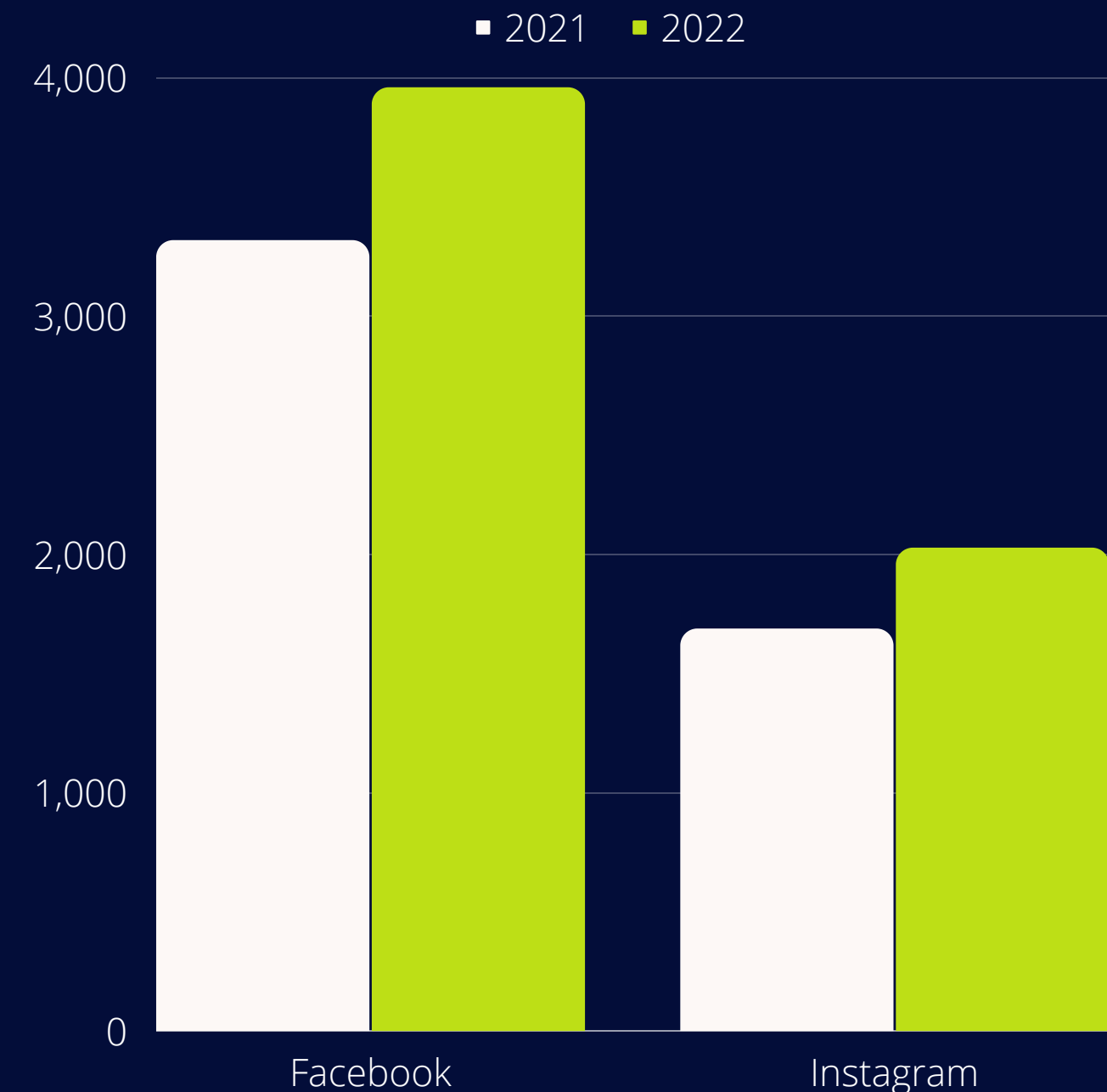
Committee Chair: Amanda Wilson, Prestige'd Studio

Committee Board Members: Amber Cook, Eric Schrader, Sam Dalupang, Jaime McKeag Reber



Highlights

- Logo created for Third Thursday events
- Hashtag bank created for social posts
- Featured in full-page ad with Discover Leduc in the Edmonton City Guide
- New "Member" and "Partner" stickers with QR code created (to be delivered to all members/partners for display in 2022)
- Summer blog series organized and maintained by summer Marketing/Events intern, Mary Lush
- Fall video/photo shoot highlighting parks & rec spaces, Culture Days events, and featuring 10 downtown businesses
- Rebranding and brand guidelines completed
- Moonlight Madness mail-out sent to all Leduc residents, featuring 8 businesses
- Moonlight Madness billboard display at Best Western on 50th street



EVENTS

Committee Chair: Katherine Dogterom, Jar'd Mercantile

Committee Board Members: Amanda Wilson, Amber Cook, Brenda Smith-Goddu, Eric Schrader, Sam Dalupang, Jaime McKeag Reber

Highlights

May 1st: Relove Market

June 17th: Third Thursday, Car Show

July 10th: Makers Market

July 15th: Third Thursday, Beach Day - CANCELED DUE TO SMOKE ADVISORY

August 19th: Third Thursday, Around the World

September 16th: Third Thursday, Instant Influencer

September 25th & 26th: Culture on Main, Culture Days Festival

November 25th: Moonlight Madness, Frozen

November 27th: Santa Claus Parade

December 2nd: Moonlight Madness, The Grinch

December 9th: Moonlight Madness, Nightmare before Xmas

December 16th: Moonlight Madness, Polar Express



HR & BYLAWS

Committee Chair: Melissa Lenos, Intrinsic Business Solutions

Committee Board Members: Amber Cook, Brenda Goddu-Smith, Jennifer Garries, Jaime McKeag Reber

Highlights

- Participated in Board Governance Training to begin the move forward with a governance v. management style board
- Reviewed bylaws and proposed bylaw amendments (to be reviewed by membership during the AGM agenda)
- Hired one full-time summer student through the Canada Summer Jobs grant in 2021
- Created additional roles and applied for four students for 2022 - TBD



DOWNTOWN DISTRICT

SAFETY & SECURITY

Committee Chair: Eric Schrader, Schrader Holdings

Committee Board Members: Glen Finstad (during active role), Katherine Dogterom, Melissa Lenos

Highlights

- Active participant in the Homelessness and Poverty Reduction Task Force with the City of Leduc, FCSS, and other community stakeholders
- Distribution of informational poster and QR code from FCSS for interactions with homeless population
- Hosted roundtable with RCMP Cheri-Lee Smith discussed crime prevention best practices
- Majority of concerns related to Safety & Security from membership were:
 - creation of homeless shelter in the Downtown Core
 - lack of available public bathrooms
 - increase of vandalism
 - concerns of liquor store spacing re: City of Leduc bylaws

MEMBER RELATIONS & ADVOCACY

Committee Chair: Amber Cook, The Light House Cowork

Committee Board Members: Eric Schrader, Katherine Dogterom, Melissa Lenos, Jaime McKeag Reber

Highlights

- Member & Border Expansion to more cohesively line up with the City of Leduc's Central Business District
- Public-facing entity rebranded from Main Street Shopping District to Downtown District to reflect ALL members of the LDBA as per previous member feedback
- Actively engaged with the City of Leduc/Province of Alberta as a key stakeholder in the Downtown Master Plan
- Participated as a stakeholder in the Economic Recovery Task Force with the City of Leduc resulting in two municipally offered grants (Get Digital Grant & Accounting Service Grant)
- Active participant with the ABBIA (Alberta BIAs) with multiple campaigns regarding government mandates and restrictions related to COVID19
- Chair, Jaime McKeag Reber, and Executive Director, Sarah Martin, one-on-one with MLA Brad Rutherford regarding government mandates and restrictions related to COVID19 - resulted in MLA Rutherford participating as featured guest in fall roundtable
- Roundtables hosted January - May & September - November



FINANCE

Committee Chair: Chris Cholak, MNP

Committee Board Members: Brenda Goddu-Smith,
Melissa Lenos, Jaime McKeag Reber

Leduc Downtown Business Association
Approved Financial Statements
December 31, 2021

	<u>2021</u>	<u>2020</u>
Assets		
Cash - chequing account	\$ 37,911	\$ 33,231
Cash - savings account	12,757	12,809
Accounts receivable, net of allowance	13,425	3,000
Prepaid expenses	-	375
Total Assets	<u>64,093</u>	<u>49,415</u>
Liabilities		
Accounts payable	<u>\$ 10,445</u>	<u>\$ 988</u>
Equity		
Accumulated Surplus	<u>53,648</u>	<u>48,427</u>

	<u>Budget</u>	<u>2021</u>	<u>2020</u>
Income			
Operating Grant - City of Leduc	50,000	\$ 50,000	50,000
Santa Clause Parade & wand sales	11,000	11,625	-
Fall fesival	3,000	10,274	-
MAP Directory	6,000	5,410	-
Canada Summer Jobs Grant	3,500	4,535	3,997
3rd Thursday/ 4th Friday Block Parties	5,000	4,166	1,729
Moonlight Madness	-	3,587	-
Makers market	-	3,368	-
Other income and interest	500	644	61
Website income	1,200	-	-
Sports tourism event - Curl 4 Canada	-	-	-
Capital funding - City of Leduc	-	-	-
Sponsorships and other revenue	-	-	-
Total Income	<u>80,200</u>	<u>93,609</u>	<u>55,787</u>

Expenses			
Downtown Coordinator	42,000	40,240	31,219
Fall festival	2,000	7,829	-
Summer student payroll	4,100	5,985	4,146
Non-scheduled - Ad-hoc events (Midnight Madness)	2,000	5,323	978
Rent at co-working space	3,000	4,895	3,240
Downtown Map/Directory	3,300	3,571	-
3rd Thursday/4th Friday Block Parties	4,000	3,306	2,679
GST	-	3,070	2,796
Bad debts & allowances	-	3,000	3,701
Santa Clause Parade	3,000	2,759	-
Highway Signs	2,625	2,500	2,500
Office, cell phone, and other expenses	2,000	1,990	1,390
Insurance	2,600	1,770	1,791
Advertising, sponsorships, and marketing	3,200	535	1,491
Website	1,000	489	3,774
Membership	400	476	588
Post Box	200	263	236
Bank Service Charges and Square fees	100	216	8
Volunteer appreciation	200	170	-
Professional development, board and coordinators	3,100	-	1,000
Downtown Coordinator - Administration	-	-	11,500
Total Expenses	<u>78,825</u>	<u>88,387</u>	<u>73,036</u>
Operating Surplus (Deficit)	<u>1,375</u>	<u>5,222</u>	<u>(17,249)</u>