

## ISSUE #4 November 2008

### IN THIS ISSUE:

New Members .....	pg 2
Meetings .....	pg 3
Upcoming Events .....	pg 4

### YOUR BIA BOARD

Ken Ross, *Chair*  
rossyig@rogers.com

Tom Moss, *Vice-Chair*  
tom.moss29@rogers.com

Patrick Creppin, *Treasurer*  
creppin@rogers.com

Dr. Micael Carreira, *Member at Large*  
dr mike@marketplacechiropractic.ca

Victor Tsang, *Member at Large*  
vic@barrhavenlive.ca

Steffanie Eckford, *Member at Large*  
Steffanie.eckford@scotiabank.com

Councillor Jan Harder,  
*Ward 3 Barrhaven*  
Jan.Harder@ottawa.ca

Councillor Steve Desroches,  
*Ward 22 Gloucester-South Nepean*  
Steve.Desroches@ottawa.ca

Stephen Bent, *Reserve member*  
STEPHEN.BENT@CIBC.com

Lee Knowles, *Reserve member*  
lee@paragonmarketing.ca

## Ready, set... shop!

With the holidays just around the corner, the economy is uncertain at best. Now more than ever we need to ensure that our residents are spending their seasonal shopping dollars at home, in Barrhaven. We have launched a six week shop Barrhaven campaign in local papers. Surrounding areas will run a similar advertisement, highlighting all that we have to offer. For a look at this campaign, visit [www.DiscoverBarrhaven.com](http://www.DiscoverBarrhaven.com) and watch for our full page colour ads in the local EMC and Barrhaven This Week papers.

## Program spending decisions based on survey of members

As a result of your survey responses we have started a BBIA/City sponsored Graffiti Program available at no cost to all commercial properties. The area is patrolled and cleaned weekly. We would like your feedback regarding the efficiency of the program as well as the quality of workmanship.

Our Barrhaven Retail-Commercial Market Study is set to be updated in March 2009. This information changes rapidly in an area with such rapid growth and in order to be accurate and useful, the data must remain current.

We ran a Barrhaven professional services-based advertorial with BBIA-subsidized advertizing spaces available to all members on November 14<sup>th</sup> in the Barrhaven EMC. We will run similar features in 2009 with advertising discounts for area businesses.

... page -3-

## NEW BUSINESSES IN OUR NEIGHBOURHOOD

### *Welcome*

- **Steals Retailing**  
3780 Fallowfield Road
- **Cornerstone Montessori**  
3777 Strandherd Road
- **A Gym Tale (relocated)**  
3777 Strandherd Road
- **Brown's Cleaners**  
808 Greenbank Road

### *...Coming Winter 08/09 to*

- Cedarview Square Mall**  
4100 Strandherd Rd.
- *Salon Silk*
  - *Royal Bank*
  - *Royal Oak*
  - *Guardian Drugs*
  - *Allstate Insurance*
  - *Lovely Nails Spa*

- *Strandherd Montessori Daycare*
- *Two Monkeys Coffee and Tea House*
- *Dr. Ziereisen, Dentist*
- *Pinecrest Queensway Community Health Centre*

## Changes to the City of Ottawa Transportation Master Plan

Ottawa City Council meets November 26th to decide on the future of transportation in this city. Council will vote on the plan approved by the Transit and Transportation Committees and an alternate suggestion from City Councillors Leadman and Doucet, "Light Rail Now." Based on the results of public feedback, the City has indicated that the downtown tunnel and light rail within the core will be the priority for Increment I of the new Plan. Expansion to the suburbs would follow in later Increments which would be completed in 2031.

Both proposed Plans would see light rail from the downtown core to Baseline Station in the west. At the same time, previously approved critical roadwork would remain priorities; Longfields Drive extension, Greenbank Road widening, Chapman Mills Road and the completion of the south-west transit-way bringing bus rapid transit service into downtown Barrhaven. Conveniently, this BRT would link to the Baseline LRT station making travel from Barrhaven to and from downtown, faster and more convenient than ever.

What is also proposed in later phases of the City plan are dedicated bus lanes from Woodroffe and Strandherd to the Fallowfield Station and bus lanes for east-west travel along Chapman Mills Drive. Given that 70% of peak hour travel, commutes to and from Barrhaven, is west of the Rideau River, this Plan should serve us well once we finally see it built out. In the meantime, we will have to settle for improved bus service and road improvements. We will need to be diligent in ensuring that these commitments are kept.

...Continued from page 1

## BBIA Program Spending

The BBIA Board of Managers meets on December 6<sup>th</sup> for a strategic planning session. The Board will be creating a work plan for 2009. If you have not already done so, please respond to our brief survey online, to have your say in next year's program spending. The survey is at <http://survey.constantcontact.com/survey/a07e2c0rj4kfixb2g5y/start>.

We look forward to receiving your ideas and we value your input. Let us know how we can help your business succeed!

## MEETING DATES

Marketing Meeting	November 26 <sup>th</sup>
Board Meeting	December 2 <sup>nd</sup>
Board Strategic Planning Session	December 6 <sup>th</sup>
Board Meeting	January 6 <sup>th</sup>
Marketing Meeting	January 28 <sup>th</sup>
Business Roundtable Breakfast Meeting	January 30 <sup>th</sup>
Board Meeting	February 3 <sup>rd</sup>
Marketing Meeting	February 25 <sup>th</sup>

## Of Interest to Barrhaven Businesses

### Spotlight on 2009 City Budget and Transportation Master Plan

Several links are posted to our website that will help you get informed about proposed budget cuts and the future options for transit that Council is considering. Check our website regularly for updates at [www.barrhavenbia.ca](http://www.barrhavenbia.ca).

### Commercial vacancies

If you have a commercial vacancy, please contact our office to have it added to the vacancy list on our website. Our office receives many calls from prospective businesses looking to locate in Barrhaven.

### Directory Listings

Free updated listings on our website including your logo and web link are available by contacting us at [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca). This is one of our most popularly hit pages. Stand out!

## UPCOMING EVENTS

### Business Roundtable Breakfast | Friday, January 30<sup>th</sup>, 2009

Start the New Year off on the right foot. Join other local business owners to discuss common issues and ideas at A Fine Mess, 3191 Strandherd Road on Friday, January 23<sup>rd</sup> from 7:30 am to 9 am.

**Free** breakfast sponsored by Jagdeep Perhar, Team Realty and Dr. John Chu, Southpointe Dental. RSVP to [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca) or 613-825-8242.

### Second Annual Business Open House – *Political Panel* | Thursday, February 19<sup>th</sup>, 2009

Open House for area businesses with South-end City elected officials; Councillors Harder and Desroches, MPP Macleod and MP Poilievre at the Walter Baker Centre from 7:30 am to 9:30 am. Learn about what each representative is working on in 2009 on our behalf and timely information from the governments on the economy, infrastructure and growth initiatives. Continental breakfast and refreshments will be served.

RSVP only by February 12<sup>th</sup> to [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca) or call 613-825-8242.

### Annual Networking Breakfast | Wednesday, March 4<sup>th</sup>, 2008

*Save the date!* Join us at Cedarhill Golf Course from 7 am to 9 am for the 4<sup>th</sup> Annual Networking Breakfast for Charity presented by the Nepean Chamber of Commerce, Barrhaven BIA, South Nepean Rotary Club and Barrhaven Lions Club.

Ticket information will be available in January. For information contact [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca) or 613-825-8242.