



SUMMARY FROM APRIL 15th BARRHAVEN BUSINESS VIDEO CONFERENCE

Dear BBIA Members,

Thank you to all businesses who joined us for our Week 3 call on Wednesday. I have compiled the following summary in response to the questions and concerns raised during our discussion. We hope you will all join us next week. Please use the following link to participate:

BBIA Open Video Call for Businesses- Week 4

Time: Apr 22, 2020 10:00 AM

Join Zoom Meeting:

<https://zoom.us/j/98788840368>

Meeting ID: 987 8884 0368

One tap mobile

+12532158782,,98788840368# US

+13017158592,,98788840368# US

Find your local number: <https://zoom.us/u/adtX2WZfv1>

SUMMARY OF RESOURCES AND INFORMATION FROM WEEK 3 DISCUSSION TOPICS

1. Rent Abatement

- We are working with and supporting a number of business advocacy groups to appeal to the government to help with rent relief for businesses. Deferral and loan programs help with the immediate issues but add additional burden to small businesses by increasing their debt load.
- Through the **Ottawa Coalition of BIAs (OCOBIA)**, we are assisting with the collaboration of Ottawa's local economic development partners to use our combined lobby power to address the major issues facing Ottawa businesses as a region. We have contributed to a document that was sent to the Premier and Prime Minister today. [Read the joint submission here.](#) We are also compiling a list of BIA-specific issues that we will highlight on our websites and continue to communicate to the decision-makers.
- We are also supporting the combined efforts of **Save Small Businesses (SSB) and Toronto Association of BIAs (TABIA)**. According to a [Save Small Business survey](#), 38% of small businesses will default on their commercial rent by April 1, and 70% by May 1. We are calling on all levels of government and banks to come together to prevent massive default on rent. We have submitted the below proposal to the federal government to support small businesses and landlords to survive COVID-19. We need solutions that don't require us going into unmanageable debt.

Save Small Business, long with the Toronto Association of Business Improvement Areas, submitted a proposal for a rent abatement strategy to the federal government last week that calls for (1) the federal government to provide grants to landlords that waive rent to small business tenants; (2) provincial governments to put a moratorium on commercial rent lockouts; (3) banks to pause property debt payments without paying interest; and (4) all levels of government to work to ease property tax and utility payments. Read the full submission: [Federal Commercial Rent Abatement Strategy](#)

2. Marketing

- Personal service businesses are currently very limited in what they can offer to customers
- Businesses that don't remain active and in contact with customers are at risk of losing customers to competitors
- Some businesses are behind in their ability to quickly turnaround to an online way of working and marketing. In response to this issue we have developed the following webinar;

[Tips on Maintaining Your Market Presence During the COVID-19 Crisis](#)



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Mark Dickie from 20Eight Digital will share ideas on how all businesses; big or small, temporarily closed, operating in a scaled-back capacity or still open for business, can maintain communication with their customers and nurture new relationships for when business resumes. Learn how to safeguard your business from competitors who are looking to hijack your customer relationships that you have worked so hard to build over the years.

Simply click on the link to register;

BBA Webinar featuring 20/8 Digital
Time: Apr 23, 2020 09:00 AM

Join Zoom Meeting:
<https://zoom.us/j/98687700138>

Meeting ID: 986 8770 0138
One tap mobile
+12532158782,,98687700138# US
+13017158592,,98687700138# US

Find your local number: <https://zoom.us/u/adtX2WZfv1>

3. Media Outreach

- Is there a way we can contact the media to give the current story of the small business owner to bring to light that the COVID burden is not being shared? Evan Solomon was a recommended media resource.
- Interested members are encouraged to get together to create an upbeat, positive message that we are here, we will survive this and will be here to serve the community after this is over. Please let us know if you would like us to put you in touch with other members, to collaborate on this effort.



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4. Equity for all Businesses

- How do we create a level playing field for all businesses in Barrhaven during this time?
- We have drafted an email to the Mayor, our MP and MPP about businesses selling non-essential items using conventional methods whereas many small businesses offering the same products have been forced to close. We will update you once we have more information.

5. Resiliency: Staying Well and Adopting a Positive Mindset

- Look online for resources and tools like these great ones;
 - [Aura](#): Manage your emotions and get restful sleep
 - [Calm](#): Helps with sleep, relaxation and meditation
 - [Buddhify](#): Free meditations for all kinds of moods
 - [Headspace](#): Mindfulness for everyday life
 - [HealthyMinds](#): Problem-solving tool to help deal with emotions and cope with stress
 - [MindShift CBT](#): Uses scientifically-proven strategies to help you learn to relax and be mindful
 - [Moodfit](#): Boost your mood and get actionable insights on what brings you up or down*
 - [What's Up?](#): Challenge your negative thinking patterns, cope with feelings, track habits and more

Remember, you are not alone: we can all work together to get through this. Please contact us at any time, with any question, concern or idea. If you would like to be put in touch with your business neighbours during this time of social distancing, we can connect you. Please, reach out.

Sincerely,

Andrea Steenbakkers

Executive Director

Barrhaven BIA

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