



SUMMARY FROM JULY 8th BARRHAVEN BUSINESS VIDEO CONFERENCE

Dear BBIA Members,

Thank you to all businesses who joined us for our Week 15 call today. I have compiled the following summary in response to the questions and concerns raised during our discussion. We hope you will all join us for our **next** call. Please use the following link to participate:

Join Zoom Meeting- July 15th, 2020

Time: 10:00 AM

<https://us02web.zoom.us/j/82071220966?pwd=M2VYY0FzY004Y3VnanBhQzRhaDZkQT09>

Meeting ID: 820 7122 0966

NEW- Password: 928537

One tap mobile

+13126266799,,82071220966#,,,,0#,,928537# US (Chicago)

+13462487799,,82071220966#,,,,0#,,928537# US (Houston)

Meeting ID: 820 7122 0966

Password: 928537

Find your local number: <https://us02web.zoom.us/j/82071220966?pwd=M2VYY0FzY004Y3VnanBhQzRhaDZkQT09>

SUMMARY OF RESOURCES AND INFORMATION FROM WEEK 15 DISCUSSION TOPICS

Strandherd Road Expansion

- With the start of the preparation of the rail underpass and road expansion work, all businesses along Strandherd Road will be greatly impacted. This is in addition to the crisis situation that COVID has already placed many businesses in.
- Ideas
 - Road Signs for Advertising
 - Andrea to ask the City if permit fees can be waived or lowered and if an extension can be given/restrictions eased regarding timelines that a business can use road signs in a given year
 - The landlord would also need to approve any signs and also changes to the road sign restrictions
 - BIA to assist by using our social media pages to keep residents informed of road closures and alternate routes to get to these businesses
 - BIA to create a "Construction Kit" similar to the Back to Business COVID kits.
 - These might include;
 - Signs/posters/printables
 - Digital files for your social media, email and web use to keep your customers informed
 - BIA to create a special social media Strandherd Construction campaign to promote the various businesses in these malls



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- Goodlife is willing to help businesses promote by handing out flyers/business cards in their locations
- BIA will send a survey to the affected malls to ask for additional ideas of ways that we can be of assistance
- In addition to Strandherd Road construction and COVID, Citigate businesses now have a lot of construction truck traffic using Systemhouse Road to access the worksite, right beside the mall.
 - Andrea to ask City if construction access be moved to a temporary road behind Costco, extending from the circle (use Citigate Drive, from Strandherd/Fallowfield)

Strategic Planning Review All-Call on Wednesday, July 22 at 10 am

- We will be sending out a short survey on Monday. The results will help us guide our facilitated discussion on July 22nd
- Session feedback will be used to draft a report of recommendations to the Board for their consideration

Masks

- The United Way is starting a cloth mask for charity campaign that we have shared with members on our email update and via social media
- Businesses are reporting that most customers have been complying with the new mask requirement but there are concerns with young staff having to deal with aggressive people who wont comply

OCECRA- Rent Abatement

We are still receiving emails from an increasing number of members saying that they have been contacted by their landlord to apply for the program.

Updates;

- The program now includes July
- We will continue to advocate for a sliding scale of assistance instead of the hard-lined 30%
 - The program, as it stands, penalizes those who worked hard to pivot their business in response to COVID. They have not generated enough revenue to cover their costs, yet they no longer qualify for any assistance

We are continuing to advocate for small businesses through our partner organizations like OCOBIA and TABIA. Here are some questions that we are working on, on your behalf;

- Has the program been modified in any way to give more flexibility for businesses to qualify?
- If landlords choose not to participate in the program, might the government consider giving the 50% grant directly to tenants?
- Would the government consider extending the moratorium on evictions to Dec 31st to incent more landlords to participate in the program?



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The best resource, for both landlords and tenants, is the [CMHC](#) website. The CMHC is administering the new program on behalf of the Federal government. Please contact a lawyer before agreeing to any lease/contract changes.

Reopening kits- Made in Barrhaven!

Our **FREE** kits are now being delivered.

They include; physical distancing floor decals, open for business window decals, hand sanitizer signs, hand washing signs, physical distancing signs, stop the spread signs, clean surface table tents, shop with your eyes table tents and laminated signs with customizable sections for hours, contact info, and the number of people allowed in the store.

If you haven't ordered yours or received one, please contact us at info@barrhavenbia.ca.

Here are some additional ideas:

- Make your clients feel comfortable with coming back to see you. Create a short video to demonstrate how you will be protecting your customers when they return to your place of business. Share it on your website, social media pages and email it to your client list.
- We are now offering free social media profiles (with video), so please contact us to schedule yours at marketing@barrhavenbia.ca.
- Don't delay in ordering the protective supplies that you will need. Issues are expected with supply levels, non-medical/government accessibility to some suppliers, long delays in shipping and price mark-ups. **Check out our Recovery Page featuring a Personal Protective Equipment (PPE) section with links to various suppliers as well as physical distancing signage, plexiglass shields, moveable, stand-alone hand-sanitizing stations and more!**
- Join us for our weekly Wednesday 10 am call to chat with other business owners about ideas.

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. Take good care!

Sincerely,

Andrea Steenbakkens
Executive Director
Barrhaven BIA
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