



## SUMMARY FROM SEPTEMBER 16<sup>th</sup> BARRHAVEN BUSINESS VIDEO CONFERENCE

Dear BBIA Members,

Thank you to all businesses who joined us for our 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. **NOTE** the change in time to **9:00 am**. Please use the following link to participate:

### JOIN THE CONVERSATION:

BBIA Open Call for Businesses

Time: Sep 23, 2020 09:00 AM

Join Zoom Meeting

<https://us02web.zoom.us/j/81354739119>

Meeting ID: 813 5473 9119

One tap mobile

+13462487799,,81354739119# US (Houston)

+16699006833,,81354739119# US (San Jose)

Find your local number: <https://us02web.zoom.us/u/kcuKl7wuJT>

## SUMMARY FROM THIS WEEK'S VIDEO CALL

### Anti-mask issue

- As case numbers rise, anxiety rises with both residents and employees
- Some businesses are experiencing harassment online: FB and Google Reviews
  - Screenshot any form of abuse on social media
- Ensure that your health & safety protocols are front and centre on your website so that anyone visiting your site can see the precautions you are taking

### Federal Government CECRA Program Final Extension

- Program has been extended to the end of September and will be the final extension
- Andrea to find out if there will be any type of replacement program or retroactive changes to CECRA eligibility/application guidelines
- Anticipated changes coming very soon to address gaps in various programs for small businesses
- Issue with landlords choosing not to participate in the program extension because a business owner was able to pay September rent but will not be able to continue going forward
- What are the implications for a landlord having an empty store front? Is this a tax write off for them?
- Andrea will follow up with these questions regarding landlord-tenant reform



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### **\$2500 grants for Small Businesses to build an e-commerce site**

- Analysts in all industries are predicting that the recent COVID-spike in online shopping and services demand is here to stay
- Locally, through Invest Ottawa, Digital Main Street (ON) is offering guidance and financial assistance for e-commerce set up for small businesses
- Detailed information can be found in the Friday's (today's) email update

### **50<sup>th</sup> Anniversary of BIAs in ON**

- BIA week will be celebrated online next week with the 50<sup>th</sup> anniversary of BIAs coming up on September 16<sup>th</sup>. Bloor West Village BIA was created on this day in 1950!
- We will be sharing online an educational piece for residents about what a BIA is and what we do here at the Barrhaven BIA
- Please share it widely on Social!

### **Holiday Season is Coming**

- Residents will be shopping VERY early this year so businesses need to be ready
- More information about our holiday campaign is coming soon
- All businesses should be planning for the holiday season now
- If you don't offer online sales or services, you need to quickly build up your social media presence;
  - Advertise inventory online to residents
  - Offer curbside pick-up again if you have stopped

Sincerely,

Andrea Steenbakkers  
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