



SUMMARY FROM OCTOBER 21st BARRHAVEN BUSINESS VIDEO CONFERENCE

Dear BBIA Members,

Thank you to all businesses who joined us for our weekly Wednesday call this week. 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: Wednesday, October 28th, 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

Return to Modified Stage 2 for some Industries- Open discussion

- **Update on OCOBIA Open Letter to Doug Ford**
 - Looking for data used in decision to return to modified Stage 2 (closure of dine in restaurants, closure of gyms and fitness studios, and banning facial treatments)
 - Asking for clarification on the plan after 28 days. It's currently day 12 and we don't know anything about what Day 29 looks like or how success of this action will be measured.
 - The letter was supported unanimously by the Mayor and all City Councillors last week.
 - There has been no official response or acknowledgement of the letter.
- **Impacts of Restrictions on Personal Service Industry**
 - no facial treatments
 - despite being heavily regulated in some cases (like electrolysis) they are unable to open.
 - feel it's unfair that dentists can operate.
 - Is this because they are not part of the Regulated Health Professionals Act where their professional associations are regulated by the Ministry of Health - no regulatory board.
- **People are losing confidence in the government's decisions**
 - Will there be time to prepare to reopen? Decision made on Day 21, not Day 27. Businesses require timely information and transparency.
 - When are the new Federal and Provincial programs going to launch? All were announced the same day as the restrictions but since then there has been nothing.
 - Everyone wants to be open and comply with the rules for their industry
 - Instead of penalizing everyone, they should crack down on problem businesses.
 - Why aren't schools being looked at closer - the virus is spreading quickly there.
 - Rules for certain industries seem to change constantly - for example, patios and heaters for restaurants.
 - Halloween is another example of mixed messaging from various levels of government.



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- It's not a great idea to lump everything together in larger sectors – ie. restaurants and bars are not the same thing.

Seal of Approval program idea

- Compliance audits for businesses. Could Barrhaven be a pilot area?
- This would need to be a private industry pitch to OPH (OPH are already short on inspectors and are bringing in inspectors from other provinces). There is a lot of risk involved.
- Not the same as the COVID-Wise Together campaign (that campaign is self-monitored)
- Some businesses would be leery of additional regulations.
- Do people already do this? Have a bad experience or see something that they are not comfortable with, and they won't go back. Self-policing?
- Credibility and accountability would need to be considered.
- This program could be used as a promotional tool for small businesses.

Restaurant Take Out - Is it Enough to Survive on?

- For some businesses it is
- Profit when using delivery services is minimal
- BBIA to run campaign to encourage people to *pick up* instead of ordering delivery
- Businesses need to come up with creative ways to do this (Queue-in-car, deliver to cars, text options etc.)

Digital Main Street

- We have 1 business that has seen success with this program.
- Crystal to follow up.

Shop Local Messaging

- We are working on new language for future promotions to help clarify this. It doesn't just mean shop *in* Barrhaven, it means shop *locally-owned* businesses.

Virtual 2020 AGM

- SAVE THE DATE: Wednesday, January 13th - 8:30am to 9:30am
- More information to come;
 - BBIA programs and plans for supporting local businesses in 2021
 - Motivational Speaker to start your year off with a positive mindset

Sincerely,

Andrea Steenbakkers

Executive Director

Barrhaven BIA

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