

Strategic Planning Meeting – Old Riverside Town Centre Business Association

On Saturday, February 23, 2008, the Old Riverside Business Association hosted a Planning and Strategic Meeting for all businesses.

As it turned out, it was a very productive and positive meeting. Below are the contents and results of that meeting in detail. We invite all business and property owners to continue to be a part of the goals set at the meeting.

The meeting began with everyone in attendance participating in listing what they wanted for the business district. There were many items on this wish list:

- Provide parking areas
- Attract new business
- Events throughout the BIA
- Christmas Event
- Parade
- Recycling program
- Joint advertising
- Working with community groups
- Connecting with High School volunteer program
- Decorating seasonally and festivals
- Relocation of Cenotaph
- Amalgamation with Pillette Village BIA
- Expanding BIA boundaries eastward
- Fundraising
- Working with Riverside Minor Baseball during their events
- Formation of committees
- Continuation of mural project
- David Suzuki promotion
- Website
- Fridge magnet listing of businesses
- BIA dollar program
- Adopt a street in a foreign country
- Graffiti
- BBQ
- Awareness within the BIA
- Contact person for potential prospects of new property
- Demographic information system
- Marketing to tourists
- Advertising, i.e. billboards
- Bridal registration
- Wedding extravaganza/baby show
- Representation on new arena committee
- Neighbourhood safety
- Friendly to seniors
- Name middle section of BIA
- Dragon boat race participation
- Fireworks
- Utilization of Reaume Park
- Kids safety program (car seats, bikes, helmets)
- Measurement and follow-up of events
- Residential involvement
- Cohesive theme throughout BIA (development of common theme)
- Tops and tails night

- Riverside stroll event
- Art walk
- Garden tour
- Deal or No Deal event with Riverside Minor Baseball

As you can see, there were many different ideas about how to better promote and make our business district successful and a destination.

The above list was broken down into the following categories:

1. Marketing
2. Events
3. Recycling
4. Working with Community Groups
5. Graffiti
6. Neighbourhood Safety Watch, Handicap

Those in attendance divided into two groups and were asked to bring forward ideas using the above categories. When the meeting reconvened, the following ideas were introduced:

Marketing

- In order to move forward, a budget would have to be given by the Board
- We need to establish a marketing committee
- We need a cohesive theme that will become recognizable and associated with the BIA, i.e. Nautical
- The BIA has three distinct areas:
 - Prado Place Promenade - Thompson to Prado
 - Town Centre - Prado to Reedmere
 - 6 on the Dot - 5800 block of Wyandotte, North Side
- St. Clair College and the University to be asked to design a new logo
- The next two meetings of the Board will deal specifically with Marketing
- Individuals within the BIA may want to consider putting up signs around Riverside Minor Baseballs playing field. Currently the BIA has a sign at this location. There is also the opportunity to place advertising inside the Community Centre (1,200 to 1,500 people pass through the centre each week)

Events

- Fun Day with Riverside Minor Baseball. Currently the RMBA has a 2-3 hour activity day of games and finishing with fireworks.
- Night events
- Take part in Canada Day Parade. BIA to put in a float. All businesses can contribute to the design and making of the float.
- Need to have key events that will attract people to the area
- Look into getting an event coordinator

Neighbourhood Safety

- Working with Community Groups and Neighbourhood Safety Watch, Handicap were blended together as one category
- Develop emergency number cards to give out to customers, residents, etc. (who to call, safety tips on how to handle emergency situations)
- Contact Windsor Police Services to do seminars on safety
- Business Watch Program

Recycling

- It was felt that there is a good recycling program in place, but the businesses need to reinforce and

- use the City program
- Businesses need to be made aware of the all the aspects of the recycling program

Graffiti

- This has been recognized as a major problem within the BIA
- BIA will do a one time paint over of buildings and then it will be the responsibility of the property owners to remove any future graffiti
- Hire students to paint and remove graffiti (High School, U of W and St. Clair)
- The graffiti will start to be removed once the weather breaks.

There was also discussion on the Mural program and a decision made to continue with the second phase of the project to have two additional murals added. A motion was made, seconded and passed to continue with Phase II.

The meeting concluded on a very positive note. It will be important for everyone to assist and buy into the work done at this meeting and move forward.

What can you do? Contact any member of the Board of Directors to volunteer to sit on a committee, help organize events and give ideas.

Website

www.olderdriversidebia.com

- In order to make the website work for you, stories are needed and information about your business.
- Use the website to let people know who, where and what your business is all about.
- Stories can be written for you. Just provide the basics.
- If you have specials, sales, events, etc. coming up, send the information to Bridget and it will be put on the website.
- For those who do not have a picture included with their location, these will be taken once the weather breaks. Please let Bridget know if you want interior or exterior shots taken.
- If you have a logo that you would like included, send that as well.
- Send information and/or photos to bscheuerman@cogeco.ca and it can be downloaded to the website.