

## **Alberta Avenue Business Association**

11770 - 95 Street  
Edmonton, Alberta  
T5G 1L9



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aaba@telusplanet.net

www.alberta-avenue.com

## **2004 Annual Report Alberta Avenue Business Association**

### **Board Members 2004:**

Julian Proskow, Chair; Don McEwen, Vice Chair; Bruce Grams, Treasure; Directors: Anthony Djonlic, Lois Maskell; Aaron Bossenberry, Barb Derkatz, Gary Pihl, Vishva Juneja, Bjorn Cochran, Franki Fairfield, Derek Dixon, Mike Pietramala, Mohamad Baalbaki, Rod Blaybel, Tariq (Jimmy) Khan, Norman Aldi.

### **Summary:**

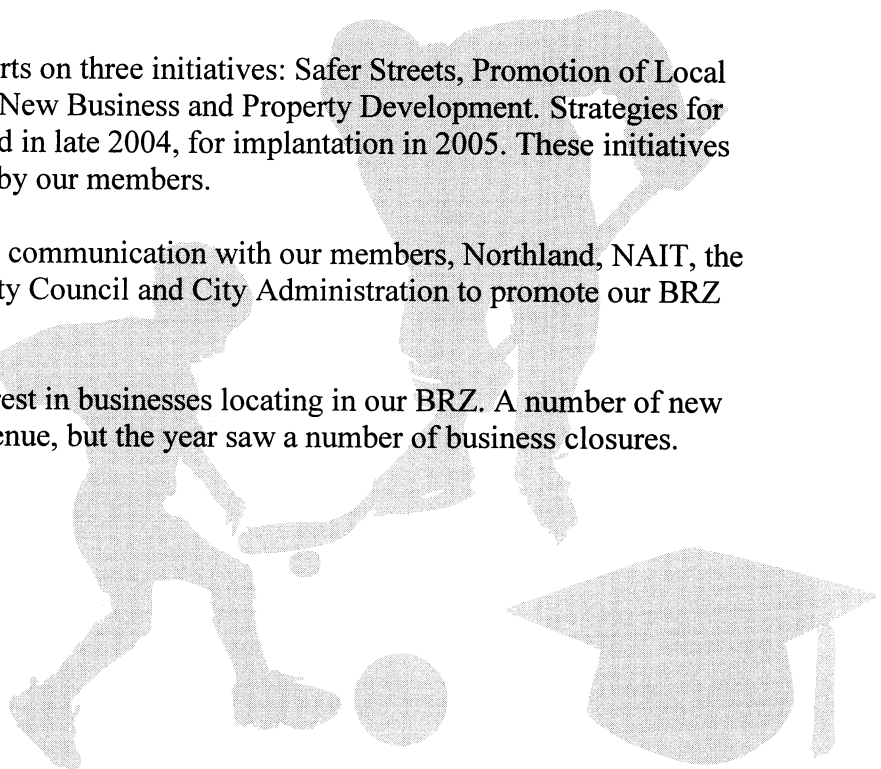
2004 was a year of change and refocusing for our Association. A number of business members expressed their concerns about the Associations direction over the past few years. This resulted in meetings in May and June where six board members resigned and the decision to dismiss Paul Lepine, Executive Director.

Norm Aldi was selected as acting Project Manager for AABA during the search period for a new Executive Director. To comply with our By-Laws he resigned his position as a Director. Peter Rausch was selected the new Executive Director and started on November 1, 2004.

The Board re-focused its efforts on three initiatives: Safer Streets, Promotion of Local Businesses and Attraction of New Business and Property Development. Strategies for each initiative were developed in late 2004, for implantation in 2005. These initiatives support the direction desired by our members.

The Association improved its communication with our members, Northland, NAIT, the neighboring communities, City Council and City Administration to promote our BRZ throughout the City.

The year saw revitalized interest in businesses locating in our BRZ. A number of new businesses located on the Avenue, but the year saw a number of business closures.



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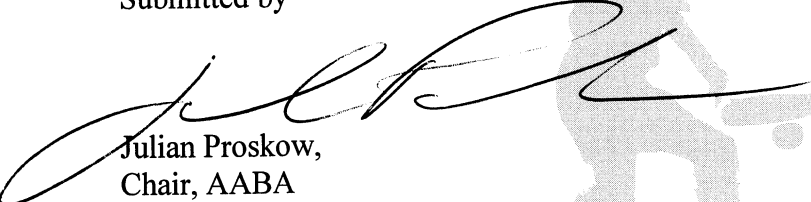
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### AABA 2004 Milestones:

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- A flower barrel project was successfully implemented with 63 barrels purchased and located along the Avenue. AABA used part of the business levy to offset half the cost to participating business. This program is slated to take place again in 2005.
- Monthly meeting were held with quorum and the Annual General Meeting was held.
- Nominations for the 2005 board were solicited in October. A slate of 2005 Board Members were presented at the AGM and passed. The nominees were then presented to Council and approved in November.
- Building permits were issued for a number of new businesses. Construction and renovations were started at a number of sites in the BRZ including the old Safeway store, Georges Cycle, a bed & breakfast, three new restaurants and a clothing store.
- AABA participated in a number of steering committees and community groups focusing on safer street initiatives. Crime and prostitution continues to be key issue for our BRZ and our neighbouring communities.
- Our office relocated to a street level location to better meet our mandate.
- The media ran a number of stories showing the Avenue and communities in a positive light.
- David Ushko was selected as the new Auditor for 2005. Due to a crash of the hard drive all the entries for 2004 were re-entered under David's supervision.
- A fire at 118<sup>th</sup> Avenue & 95 Street destroyed two buildings and damaged a third. The sites were demolished with the aid of By-law Enforcement and Councillors.
- A request for \$2 million was made for improved street level light was made to Council.
- AABA was informed of the 118 Avenue Integrated Services Plan in November and looks forward to actively participating in this process to revitalize our BRZ and communities.

Submitted by



Julian Proskow,  
Chair, AABA

