

From: daniel heald <dansulatb@hotmail.com>
Date: March 1, 2010 5:16:22 PM PST (CA)
To: sue ellen fast <sefast@shaw.ca>

SNUG COVE ISSUES AND A RECOMMENDATION

The cove has a rough, rustic and rural charm. Islanders are used to this. As the entrance to the cove, if we are truthfull, it is an eyesore. There are some very real issues of safety, signage, cleanliness and planning.

The Cove is an area of the island which is vital to the healthy operation of the island. The stakeholders include BC Ferries, BC Hydro, SHAW Cable, Rogers, Historians, Bowen Island Arts Council, business owners, land owners, landlords and the Municipality. This list is not exhaustive, just illustrative of the complexity around this issue.

Business alone has too small a voice, while many of the other parties are large and can ignore business. This has prevented any coherent and cohesive plan for the cove being implemented. There is a need to create a body that acts as the guiding group for business in the cove.

At first glance the Chamber would appear to be a suitable business body for this role. This is not the case as the Chamber's role is to preserve, protect and promote all business on Bowen, not just a segment of business, however important that sector might be. Due to the complexity the Chamber recommends forming a new body to manage the problems highlighted above: Business Improvement Association.

Under the Business Improvement Area (BIA) concept, a business community can request to be designated as an Improvement Area by its municipal council. Once this is done, the BIA can develop and undertake programs to improve and beautify the Improvement Area. Tree planting, street furniture, improved parking, flower boxes and baskets, and street banners are typical examples of commercial area public improvements which can be implemented by a BIA.

The formal BIA designation allows for a planned program to be developed with an annual budget contributed to by all its members, including the Municipality. The cumulative effect of BIA activities attracts customers and new business to the Improvement Area.

The Chamber would like to see the OCP recommend the forming of a Business Improvement Association for Bowen Island. This body would be a joint Municipal and Business body. The creation of this body will provide a very constructive step towards making the cove a healthy business environment.

daniel Heald
Chamber of Commerce