



# THE PROFESSIONAL

ISSUES AND INFORMATION ON THE COMOX BIA

BUSINESS & PROFESSIONALS BY THE SEA

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## MESSAGE FROM THE PRESIDENT

BY CHANTELLE MAILER—CAROSEL FASHIONS ON CONSIGNMENT

Well another successful year has come and gone, and the New Year brings reflection and anticipation. With the hard work and commitment of the Board of Directors and the Committee members to make things happen, I look back at all of the BIA's accomplishments this past year.

The marketing committee was busy getting the website up and running, ([www.comoxbythesea.com](http://www.comoxbythesea.com)) check it out and make sure your business is represented. Also, the new logo design for the Comox by the Sea, which brands the downtown BIA in Comox, and appears on all of the BIA advertising. Our appearance in the Visitors choice, as well the Comox Valley Tourism and the BIA's Comox By the Sea page in the Record has been very well received.

The Special Events Committee continued to build on past successes with the Halloween parade for the all of the little ghosts

and goblins, as well the Christmas light-up with Santa's arrival and the addition of the Decorating Contest that was a huge success. Thanks to all who participated in the Light up and the Decorating Contest, your involvement in these activities really help Comox stand out as a place to be.

Congratulations to **Blue Heron Books** and **Salon Pure** as top two voters choices in the Decorating Contest, and winners of the advertising sponsored by the Comox Valley Record. A big thank you to all of the businesses who donated gifts for the gift basket, your generosity really helped to make the Holiday Decorating Contest a success! Iris Gobel the winner of the Huge gift basket says as a newcomer to the Valley that she is very impressed with how Comox comes together to really create a beautiful and welcoming environment.

Also a big feather in the cap of all of the hard



working committee members was the first annual PhotoFest, which was very well received and will continue to grow this year as a Comox annual summer event.

The Infrastructure Committee did a brilliant job decorating our streets this winter with additional purchases of Snowflakes to help brighten up more of our streets and buildings during the dark days of November & December. They have also been working on new brackets for the seasonal banners to add even more color and character to our streets and buildings.

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As I write this all down I realize just how much we really did accomplish and it excites me for 2007 and all that it too will bring.

We continue to have a strong voice at town hall with Councilor **Ken Grant** as our liaison for the BIA, and moving forward with a strong board, the year looks promising. I want to thank **Glenn Fidler** and **Margaret Lord** both for their great leadership and commitment over the years and look forward to their guidance this year.

The BIA meets the second Wednesday of every month at the Comox legion, it's an open meeting and all are welcome to sit in. Hope to see you there!

*chantelle*

## NEW BOARD FOR BIA IN 2007

Comox BIA businesses, property owners and Comox residents came to the *Comox BIA Annual General Meeting* held at the Town of Comox' Counsel Chambers in November, to listen to year end reports from the various Committees, and the Treasurer and President reports.

A new Board of Directors was formed and new Executive as follows:

**President: Chantelle Mailer**—Carosel Fashions, **Vice-President: Sandra Sivers**—Comox Shoes, **Treasurer: Rod McLeod**—invis, **Secre-**

**tary: Gillian Holmes**—Comox Centre Mall, Directors at large: **Glenn Fidler**—Regenesi Holistic Resources, **Gary Patterson**—Great Canadian Dollar Store, **Marcus**

Comox Council also join the Board. Coordinator **Kim Stubblefield** works with the members and Board.

The BIA would like to thank out going Directors **Margaret Lord, Jan Elman** and **Kryisia Cenkner** for all the energy, dedication and time that they spent on the BIA Board.



BIA Board meetings are held the 2nd Wednesday of each month, noon at the Royal Canadian Legion Comox branch. All members are welcome to attend.

**Aartsen**—Martine's Bistro, **Trish Johnson**—Smitty's Restaurant, **David White**—Property Owner. Liaison Directors **Tom Dandeno**—Comox Legion and **Ken Grant**—

*“A huge thank you to outgoing BLA Directors, and a warm welcome to those stepping up to the plate. Your dedication makes BLA initiatives possible.”*

*Chantelle Mailer, President, Comox BLA.*

## And the Winners Are....

*Congratulations to the Winners! Comox by the Sea Holiday Decorating Contest and Draw*

This holiday season, the Comox Business in Action (BIA) businesses outdid themselves with festive displays, thanks in part to the BIA's Holiday Decorating Contest. Voted as favourite decorated business, Blue Heron Books on Comox Avenue receives the first prize of advertising generously

sponsored by the Comox Valley Record newspaper. Second prize, also sponsored by the Record, goes to Salon Pure, a great new business in the Comox Centre Mall.

“I was really happy with the fantastic participation from both the businesses in the BIA as well as the customers who took the time to clip ballots and vote” said BIA President Chantelle Mailer, “Congratulations to the business winners as they

both won by a landslide!” Best displays were voted on by the many ballots received that were published in the paper and clipped out by shoppers, running from November 22<sup>nd</sup> to December 22<sup>nd</sup>.

The huge gift basket was won by Iris Goebel, who was thrilled to receive the basket filled with goodies worth over \$1300 from generous

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# COMMITTEES MAKE THINGS HAPPEN

The Comox BIA has five working Committees made up of Directors, members and non-members. Read on to see if you would like to be involved in any of these Committees.

**Infrastructure:**

Hanging basket program, working with the Town on possible infrastructure projects, Christmas projects including banners, decorations and installation of each, and signage.

**Marketing:** This committee purchases ads and undertakes marketing projects to

the BIA area, including the BIA's ongoing website development ([www.comoxbythesea.com](http://www.comoxbythesea.com)), partnering with *Comox Valley Tourism*, advertise in the *Comox Valley Visitors' Guide* and *Visitor's Choice Comox Valley*; and *Comox by the Sea* publications, and more.

**Special Events:** Work on *Photofest*, *Santa's Light Up Celebration of Lights*, *Decorating and other Contests*, and partner with Comox Recreation on the *Halloween Parade*.

**Membership:**

Greet new businesses to the Comox BIA area, and help keep members informed of BIA initiatives.

**Executive:**

This committee maintains a buddy system with Committee Chairs, represents the BIA at public events, develops bylaws and governances, as well as attend seminars and conferences related to BIA issues.

You can get involved and make a difference! FMI call 337-2096, or speak to one of the Directors.

## Getting Tough on Graffiti

The Comox Business in Action (BIA) is concerned about the incidents of graf-

fiti in the BIA area. Graffiti has become a growing problem, detracting from the im-

age of downtown Comox as a safe, friendly place to shop and do business.



BIA President Chantelle Mailer with Iris Goebel, winner of the Decorating Contest basket draw

It has been demonstrated that when graffiti is removed promptly from buildings the occurrence of repeat graffiti goes down noticeably.

There are products you can purchase to make it easier to remove or paint over graffiti. If in doubt contact the Town of Comox for advice.

Thank you for taking the time to keep your building graffiti free, it will benefit your business.

(Continued from page 2)

businesses in downtown Comox.

“Congratulations to Iris on winning this,” said Mailer “It was a pleasure to see how excited she was to receive it.” The

gift basket winner was drawn from all of the ballots received from votes on the holiday displays.

*“I was really happy with the fantastic participation from both the businesses in the BIA as well as the customers who took the time to clip ballots and vote. Congratulations to the business winners as they both won by a landslide!”*

*Chantelle Mailer,  
President, Comox BIA.*



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**2007  
BOARD OF DIRECTORS**

**EXECUTIVE**

**PRESIDENT**  
CHANTELLE MAILER 339-2092  
Carosel Fashions

**VICE-PRESIDENT**  
SANDRA SIVERS 339-2015  
Comox Shoes

**TREASURER**  
ROD McLEOD 898-7924  
invis

**SECRETARY**  
GILLIAN HOLMES 339-7344  
Comox Centre Mall

**DIRECTORS**

DAVE WHITE 339-7954  
Property Owner

MARCUS AARTSEN 339-1199  
Martine's Bistro

TRISH JOHNSON 339-3911  
Property Owner

GLENN FIDLER 339-7788  
Regenesis Holistic Resources

GARY PATTERSON 890-0444  
Great Canadian Dollar Store

**LIAISON DIRECTORS**

TOM DANDENO 339-3849  
Comox Legion

KEN GRANT 339-2202  
Town of Comox

**COORDINATOR**

KIM STUBBLEFIELD 337-2096

# FREE WEBSITE LISTINGS!

Did you know - because your business or property is within the Comox BIA boundaries, you can get a FREE business listing on the Comox BIA's website? Check it out at [www.comoxbythesea.com](http://www.comoxbythesea.com)

If you are listed and would like a change, or if you are not listed and would like to be included—including a free hot link from the BIA site to yours, please email or phone the coordinator for a form and fax or email it back. Don't

forget to forward your special events for listing on the website as well; you can use the form previously provided, or just email your press release to the BIA coordinator Kim Stubblefield—[info@comoxbythesea.com](mailto:info@comoxbythesea.com)

If you or your business has won an award or been recognized for a significant achievement—let us know. It might make a good

story for "Comox by the Sea", or for this newsletter. Mention it to a Director, or contact the coordinator Kim Stubblefield at 337-2096, or email to [info@comoxbythesea.com](mailto:info@comoxbythesea.com) with some details. We'd really like to know, so don't be shy!

## EVENTS IN COMOX BY THE SEA

Post this calendar in the lunchroom, and get ready for a terrific year in the Comox BIA area!



Month/Date	Event	Action	Contact
January-February, 2007	Hanging Baskets Ordered	Order your extra hanging baskets for spring	Comox BIA Coordinator 337-2096
April 6-9, 2007	Easter Long Weekend	Consider staffing needs	
August 3-6, 2007	Filberg Festival	Consider staffing needs	Sylvia Allan 334-9242
August 11-12, 2007	Comox Photo Fest	Consider opening Sunday	Comox BIA Coordinator, 337-2096
October 31	Hallowe'en Parade	Hand out healthy treats to the Kiddies	Mandy CRA-339-2255
November 24	Celebration of Lights	Participate, consider staying open until 6:00 pm, check staffing needs,	Comox BIA Coordinator 337-2096
November	Comox BIA Annual General Meeting	RSVP, attend and participate.	Comox BIA Coordinator, 337-2096