



ESSEX CENTRE

BIA REPORTER

November, 2011

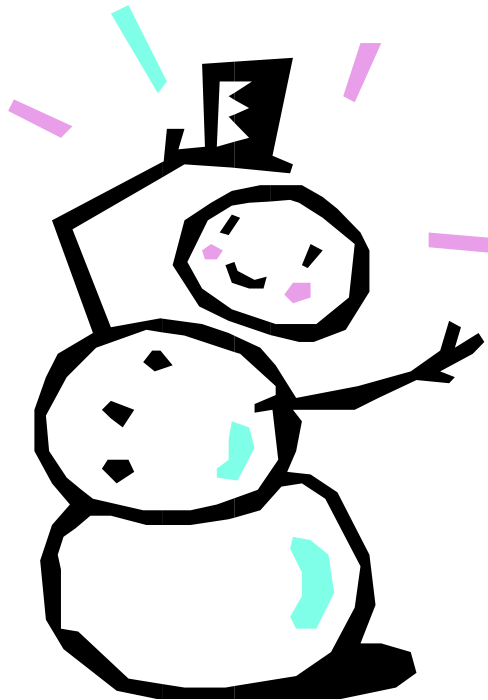
WHAT'S HAPPENING IN YOUR BIA?

It's hard to believe, but Fall is upon us. With Halloween behind us we know Christmas will soon be here. The Fall colors are a little late this year, thanks in large part to the rain we have experienced. The upside is that our lawns and gardens have remained lush well past their normal expiry dates.

The changing of the seasons fits in well with what has been happening with your BIA. We are undergoing quite a transition as well and hope to emerge as a vibrant, exciting and integral part of all our members' futures. We have transitioned from having a paid Manager at our helm to a Volunteer Board of Directors with three distinct Committees. The focus of the Board is squarely on how we can help our Business Community grow.

Some of our initiatives include updating our presence on the Web, creating better communication with our members through an updated e-mail directory and working with the Town to

share the cost of Beautification – not just in the downtown core but also extending to the further reaches of the Business District. We are also updating our Christmas Parade, which will be held in the evening on



the weekend so more families can participate and enjoy it. The Classic Car Show in July was one of the biggest in years and the feedback has been tremendous.

We have also dropped some events from years past because it was determined that they did not create real benefit for our members. Some did not fit the criteria that the BIA has set for its mission statement. Our reason for being is to promote and assist our members in creating a vibrant business area in Essex.

The Executive of your BIA have been working very hard this year to establish a firm foundation for the years to come. As with any organization there are growing pains, but as business people we know the truth of, "nothing ventured, nothing gained". We encourage all of our members to get involved to whatever extent possible.

Essex
can make it
Happen!



UPCOMING EVENTS

Christmas Tree Lighting

Friday, November 25, 6:00pm

The event this year is being organized by The Salvation Army Church and will include the kick-off for their Christmas Kettle Campaign and Toy Drive.

Santa Claus Parade

Saturday, December 10, 6:00pm

We will be encouraging people to come out early and get a good seat for the parade. This should get some people to pop into our stores and restaurants before and after the parade. This year we have hired a parade company to help us make the parade bigger and better than ever. All of our local clubs and organizations are still welcome to enter the parade just the same as before and of course we encourage businesses to enter as well!

There will be no specific theme for decorating this year but the theme for the parade is "A Dickens Christmas", so you might want to try and incorporate that. We are also encouraging the use of white lights in your displays. We have new winter light decorations for the light poles this year and they will be spectacular! **Sponsorship opportunities are available for anyone who wishes to participate in the parade without entering a float** - click on the link at www.essexbia.com/events.htm for full details.

Business Awards Banquet 2011 Monday, February 27, time to be announced

The Annual Awards Banquet has been moved to February so that the awards for the entire year can be handed out. It is also a slower time for most of our members so we are expecting a great turnout!

Valentines Sweetheart Draw

Tuesday, February 14

Upcoming Board Meetings

Board meetings are held on the second and fourth Tuesday of the month. These meetings are open to the public and we welcome our members to come and get involved. Please contact your Board members regarding place and time of the meeting.



We have three Committees that are always looking for more members. Perhaps you have a skill or some expertise you could share with us.

Beautification Committee lard@yahoo.com	Chair - Ryan Drouillard	ryanjdrouil-
Special Events Committee stuff@hotmail.com	Chair - Debra Mellow	damgood-
Member Services Committee	Chair - Stephen Bjorkman	sbjorkman@hotmail.ca

MANAGEMENT BOARD



Chris Magor, Board Chair, Stationery & Stuff, chris@stationeryandstuff.ca, 519-776-4600
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