



JL JACKSON Site

In February, Loblaws came forward to the City of Salmon Arm requesting a rezoning of the old JL Jackson site from institutional to commercial to build an Extra Foods on the property. An ad-hoc committee of community members joined together to ask City Council to consider the long term planning implications of this rezoning. The committee wasn't necessarily against a "big box" store being built on this site, but was asking Council to consider that this is the last large piece of undeveloped land in downtown. The development of this property needed to be clearly thought through to ensure that the vision residents have for the community is intact in ten, twenty and even fifty years. Further to this property, visioning for the community as a whole should be undertaken.

City Council's response to this request was to set up the Old J.L. Jackson School Site Select Review Committee that

would set up general development guidelines for the Old J.L. Jackson property development that were specific enough to define the development concept but broad enough so as to not stifle creative options brought forward by potential developers. This committee of 12 members met every 2 weeks over the summer months and up to the end of September to determine what recommendations should be made to Council. In October, after many detailed discussions and a detailed review of the possible uses of this site, the committee recommended to City Council that the development concept for the site should be mixed use. The mixed use including green space and at least 2 of the following: retail commercial, high density residential, or institutional. Retail commercial buildings and mixed-use buildings, one building footprint of up to 40,000 ft² would be considered,

with other building footprints each being reduced accordingly by 25%. The green space component will be a minimum of 25% of the area and is to be dispersed throughout the site with one significant node as the focal point. The recommendations were forwarded to the School Board for review and comment. Additionally, council will be requesting public input into these development recommendations in early 2007.

NEW FACES AT THE DIA

glenda Cooper and Gina Giandomenico have joined the DIA team to co-ordinate downtown events. To contact either of them regarding your event and promotion ideas, email them at events@salmonarmdowntown.com or phone the office at 832-5440

Heidi Mummery is the newest Katimavik face to assist the DIA. She will be assisting the staff between November 29th and February 16th.

Photo (left to right) glenda Cooper, Gena Giandomenico and Heidi Mummery



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THRIVING IN A BIG BOX WORLD PART IV

THE FUNDAMENTALS OF CUSTOMER SERVICE TRAINING

By John Tschohl

If your employees excel at the basics of customer service your organization will have superior service. Most employers believe that employees are born with superior customer service skills and that 5 minutes of training will be enough to help the new employee master customer service. Some organizations will train their employees for 4 - 8 hours on customer service, but only once. Too often people believe that a training program will change attitudes, behaviours and provide skills for life. This is crazy. We are dealing with humans. There is NO magic training program from any organization in the world that will train your employees for life. The reason Coke, Dell, Federal Express and other large firms continue to advertise is because without repetition and reinforcement there is little chance we will remember the fundamentals. Coke and other large advertisers

change their messages because if they ran the same commercial it would put potential customers to sleep. The same thing is true of customer service training. You need something new and fresh every 4 -6 months if you want to establish a *service culture*. If you want superior performance and a customer driven staff this means your organization has to step up to the plate and develop your employees. Compensation has no impact. These are attitudes and skills you must instil in your entire staff. No exceptions. You have to use every tool in your toolbox to make sure all employees walk the talk on superior service. This means buy every book you can find on customer service and use a new customer service-training program at least every 6 months. Get off the concept that there is a magic training program you can create or buy that will turn your staff into perfect employees. This will not happen.

John Tschohl is an international service strategist and speaker. Described by Time and Entrepreneur magazines as a customer service guru, he has written several books on customer service, including The Customer is Boss, e-Service, Achieving Excellence Through Customer Service, and Ca\$hing In: Make More Money, Get a Promotion, Love Your Job. John also has developed more than 26 customer servicetraining programs that have been distributed and presented throughout the world

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CT SCANNER

The hospital redevelopment program and the addition of a CT scanner have to be the most significant project for the community in many years. It is the one facility that truly impacts every resident. During 2007, there will be the opportunity to initiate fundraising activities to reach the goal of \$1.5 million. This represents 10% of the Phase 1 expansion. With the creativity, participation and contribution of the business community and your staff, we feel confident that the goal will be achieved.

To discuss how your business and employees can find creative and fun ways to support this project, please contact Duncan Myers, Campaign Co-ordinator.

phone:
803-0042 or
833-3600 local 450

e-mail:
Duncan.myers@interiorhealth.ca

web:
shuswaphospitalfoundation.org

DO THE HOLIDAYS DOWNTOWN salmon arm



WHAT'S HAPPENED

SMALL BUSINESS WEEK

October 15th to 21st was Small Business Week. We partnered with Community Futures, the Chamber of Commerce and the Business Development Bank to host a kick off networking reception and followed up on Wednesday with a special speaker luncheon on business succession planning. The grand finale of the week was the Salmon Arm Business Excellence Awards on Saturday, October 21st. This year's Gala event sold out 1 week before the event and 12 local businesses and individuals were honoured for raising the standard of business in our community.

Congratulations to all the nominees and winners and thank you to the sponsors that make this event possible every year. Look for new additions to next year's event.

HALLOWEEN



Ivan Idzan, Photo

The usual suspect – ghosts, goblins, witches, fairies, and butterflies were downtown on Halloween afternoon for the 16th Annual Downtown Treat Trail. This year's event was a big success with trick or treating, safety items being handed out, and the new addition of a number of interactive stations. These popular activities included an "Anatomy Anomaly" station where children plunged their hands into various mystery substances. Just down the street, loud cheering could be heard around the "Pumpkin Bowling" lane, as several pumpkins met their tragically entertaining demise. DIA members also got in the spirit dressing up themselves and their businesses for the Costume Contest. There were many fantastic costumes and decorated businesses, making the decision difficult for the judges.



Duncan Myers, Photo

Business of the Year Skookum Cycle & Ski

Business Person of the Year Lynda Wilson

Business Service Excellence
Smart Imprinting and Promotions

Individual Customer Service
Ingrid Kirchin - Visitor Information Centre

Project of the Year Junglemania

Business Improvement Hideaway Pub

Continuing Achievement
Shuswap Association for Community Living

Community Booster
Salmar Community Association

Rookie of the Year
Harbourfront Family Chiropractic

Family Friendly Business
Salmon Arm Savings and Credit Union

Employer of the Year SunCountry Cablevision

People's Choice Fiddleheads Violin School

DO THE HOLIDAYS DOWNTOWN

salmon arm



Coming Events

MERRY MERCHANT SHOPPING PROMOTION

Final day for your customers to get their completed cards into the drop boxes is December 15th at 5pm
Draw to be held at CPR Holiday Train Event

CPR HOLIDAY TRAIN

Saturday, December 16, 2006 at 3:00pm
Featuring performances by Wide Mouth Mason and Lisa Brokop.
Support the Local Food Bank

HOLIDAY OFFICE CLOSURE

The office will be closed from Friday, December 22nd to January 2nd

ANNUAL GENERAL MEETING

February 21, 2007
Prestige Harbourfront Resort

Member Updates

NEW FACES & RELOCATIONS

SYNERGY STUDIO
31 2nd St. SE

YARN & CRAFT CENTRE
391 Hudson Ave.

BELLA INTERIOR DESIGNS
140 Lakeshore Dr.

PRISA LIGHTING
140 Hudson Ave.

SHUSWAP VACUUM & SERVICING
141 Hudson Ave.

December 2006
LAKESIDE INSURANCE
140 Alexander St. NE

On the Move

DIA OFFICE TO RELOCATE

DIA is moving their office. Stop by and visit us this Spring on Alexander Street above the Salmar Classic Theatre. Watch the website for move dates.



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