

# DOWNTOWN SALMON ARM

APRIL 2011

MEMBERSHIP NEWSLETTER

## OF INTEREST:

- Proposed Sturgis North Street Closures
- Downtown Salmon Arm Maps
- New Board of Directors Elected

### Board of Directors 2011/12

Cookie Langenfeld

Tim Giandomenico

Jeff Johnson

Rob Marshall

Bill Laird

Michael Wagner

Bryan Kassa

Gale-Paule Davison

Dorothy Argent

Ron Langridge

Maggy Davidson

George Green

Rob Sengotta

Representatives

Jim Kimmerly

Katannya Woodruff

Patty Munro

Chad Eliason

## Board of Directors - Update

During the recently held Annual General Meeting, the following individuals were elected to a two-year term on the Board of Directors: Ron Langridge, Gale Paule Davison, George Green, Dorothy Argent, Rob Marshall, Bryan Kassa and Rob Sengotta. Additionally, Patty Munro was appointed Community Representative, Katannya Woodruff was appointed Senior's Representative, Jim Kimmerly was appointed Chamber of Commerce

Representative and Councillor Chad Eliason will continue as City of Salmon Arm Representative.

After four years at the helm of the Salmon Arm Downtown Improvement Association, Rob Marshall has stepped down as President. During his presidency, the organization has undergone a significant rebranding with the emphasis being placed on Downtown Salmon Arm's assets rather than the improvements needed.

Rob will continue to be involved with the Board of Directors and has assumed the role of Past President.

During the April 20th regularly scheduled Board meeting, Elections took place to fill three Executive Committee positions. Cookie Langenfeld was elected President, Tim Giandomenico was elected Vice President and Jeff Johnson was elected as the Association's Treasurer.

## Business Excellence Awards Presented

Downtown Salmon Arm in partnership with the Salmon Arm and District Chamber of Commerce coordinate the Salmon Arm Business Excellence Awards. The first 4 of nine awards were presented at the award recipients place of business on Tuesday, April 19, 2011

SEDO Old Fashioned Butcher Shop was awarded 2011 Rookie of Business Excellence;

Shuswap Association for Community Living was awarded 2011 Community Booster of Excellence;

Stewart Fuson's Shuswap

Home Repair & Construction was awarded 2011 Business of Excellence ;

Richard Hurtubise of Shudogs (Ross St Plaza) was awarded Customer Service of Excellence by an Individual.

Nominations are ongoing [www.shuswapbusiness.com](http://www.shuswapbusiness.com)

## After Five Business Mixer

All Downtown Salmon Arm and Chamber of Commerce business members were invited to attend the first of two After Five Business Mixers. These semi annual events are jointly hosted by Downtown Salmon Arm and the Salmon Arm and District Chamber of Commerce.

Over 70 business people came out and enjoyed this social networking opportunity that was supported with excellent food prepared by the Blue Canoe Bakery, an assortment of beer was provided by the Barley Station and a good sampling of locally produced wines

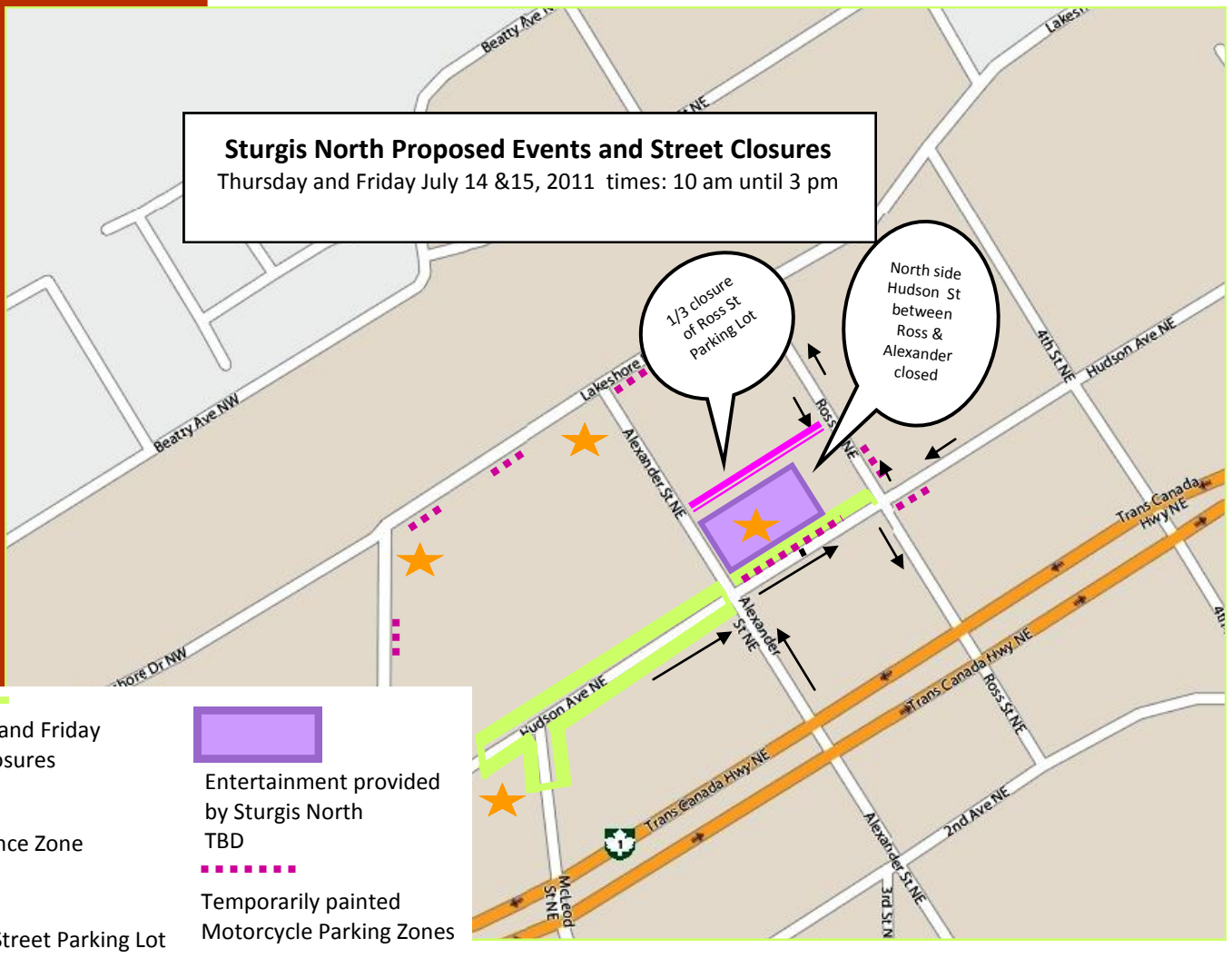
were also featured. The next After Five Business Mixer will be held in the fall 2011. Be sure to watch for more details on this event and RSVP early to ensure your attendance.

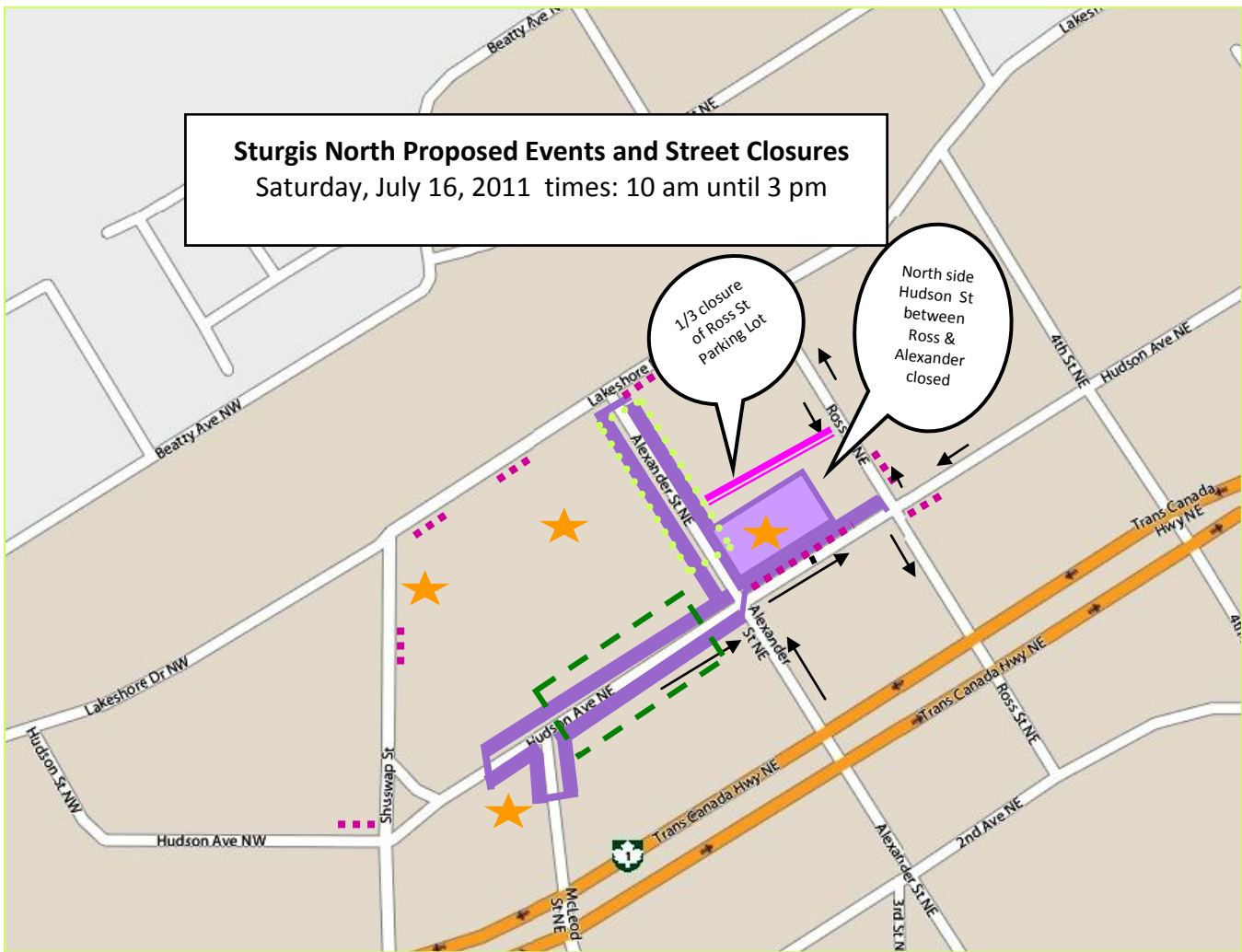
Over the past months, the Downtown Salmon Arm (DIA) Board of Directors and staff have had numerous meetings with Sturgis North Event organizers in response to their request to close a significant number of downtown business streets to accommodate the July 13-17 motorcycle rally. The initial requests for five days of street closures was declined by the Board of Directors. Outreach to the membership through direct and email contact and membership meetings was undertaken over a three month time frame. During the same time, Sturgis North organizers also contacted downtown businesses (75 in total) to assess level of support for street closures.

While the majority of downtown businesses reported that they were in favour of supporting the event, welcoming it's participants, and some level of street closures; there were also a number of businesses that raised concerns specifically related to the impact of street closures, dealing with the potential volume of people this event could generate and negative impact to other travelers to the area.

During the April 20, 2011 Board meeting, lengthy discussions concerning the potential impact of street closures; membership concerns coupled with an overall concern for event participants, community members and area visitors' safety ultimately lead the Board to unanimously support a limited level of street closures on July 14, 15, and 16th.

Two maps summarizing the recommended street closures (as shown to the right and below) have been submitted to the City of Salmon Arm for their review and consideration. Final approvals for any street closures rests with the City of Salmon Arm.





**General Information:**

Downtown Salmon Arm was asked to provide an opinion on possible street closures for the Sturgis North event. After considering all input, the Board of Directors has recommended the attached street closures be considered by the City of Salmon Arm.

If approved to move forward Sturgis North will assume responsibility for the events and will provide information, on site coordination, setup, monitoring, entertainment (bands, buskers, and aerial jump team), traffic and pedestrian control, community ambassadors, portable toilets, and cleanup

No vendors will be brought into downtown. Visitors will be encouraged to explore and enjoy Downtown Salmon Arm businesses.

- Saturday Street Closures
- Aerial Stunt team Saturday
- Show and Shine Saturday
- Musical performance from Sturgis North Saturday
- Performance Zone Saturday
- Temporarily painted Motorcycle Parking Zones
- 1/3 Ross Street Parking Lot Closed

**WorldHost Customer Service**  
**Fundamentals Training**  
 Next session May 30  
 For more information  
 Call Carol at 250.803.0156

Thoughts on WorldHost Community Ambassador training:  
 "The training was absolutely worth my time. I learned that I don't know nearly enough about all the attractions and assets in my community."  
 Fiona Bateson – Spirit Quest Books

## 2011 Conference and Event Readiness



### Wednesday on the Wharf

A limited number of sponsorship opportunities are available to support this much loved community event.

For more information contact Roger at 250.832.5440 [events@salmonarmdowntown.com](mailto:events@salmonarmdowntown.com)



### BC Cup Tournaments

April 27th - May 1st and May 12th- 15<sup>th</sup> 2011  
Six teams with 120 competitors and traveling family members are anticipated to partake in this tournament at being hosted at Sunwave Centre

### Skookum Cycle's Salty Dog Enduro

Sunday, May 15, 2011  
Over 400 participants are expected to partake in this event with many travelling from outside the region.

### Shuswap Lake International Writers Festival

May 27-29, 2011  
This multi-day event attracts participants from across the province. Approximately 100 people are anticipated to attend

### 2011 Triple Crown Championship Canadian Professional Paintball League

June 11 and 12, 2011  
The Fall Fairgrounds will come alive with paintball enthusiasts from across the province. The weekend long event will see many travellers to the area.

### Sturgis North

July 13-17, 2011  
This multi-day motor cycle/music festival anticipates between 5, 000-10,000 attendees.

### Roots and Blues Music Festival

August 19-21, 2011  
This multi-day music festival anticipates 30,000 attendees over the three day festival.

### Implicit Career Search Training

September 8 – 12, 2011  
This multi-day training event will see professionals from across the province arrive in Salmon Arm.

### Salmon Arm Fall Fair

Sept 9-11, 2011  
This long standing Fall Fair attracts daytrip visitors from across the region. Attendance at the three-day long event is typically 8,000 people.

### Canadian Society of Questers Fall Conference

Sept 23 - 26 2011  
This fall conference will see approximately 100 people travelling from across Western Canada and some States to attend this multi-day event.

### MYABC Connections Conference

October 2011  
This annual provincial conference will host middle school teachers from across the province. The number of attendees is yet to be determined though is expected to be significant based on prior conference year's attendance.

## QR Codes—Making Use of New Technology

### QR CODES

Check out the new QR (quick response) code technology... Download a free QR code scanner to your Smartphone and scan this code. This new technology is helping direct people to an array of online resources and information.





## Free Listing - Shuswap Tourism Website

The newly designed Shuswap Tourism web-site is now live at [www.ShuswapTourism.ca](http://www.ShuswapTourism.ca)

The web-site allows stakeholders to log on and supply current information, pictures and video for their listings. There is no charge for this listing and only takes a few minutes to set up.

Don't wait, if you don't have a listing you are missing out on an amazing marketing opportunity.

The new web-site already has hundreds of visitors each day.

For instructions on how to create a listing click on this link:

[http://shuswaptourism.ca/files/Shuswap\\_Tourism\\_Web-Site\\_Instructions.pdf](http://shuswaptourism.ca/files/Shuswap_Tourism_Web-Site_Instructions.pdf)

This is a 2 step process.

Set up or activate an account so you can log in

Create a public listing for your business or organization

If you have any questions or need assistance, please Shuswap Tourism at 250.833.5906 or send an e-mail to [info@shuswaptourism.ca](mailto:info@shuswaptourism.ca)

## Training Opportunity

### Jeff Mowatt's customer service seminar is coming to Salmon Arm!

The Salmon Arm Chamber of Commerce and Community Futures Shuswap is pleased to announce that we are sponsoring Jeff Mowatt's seminar coming to Salmon Arm on May 5th. Register to reserve your seats at early-bird rates. Here's an overview of the program and registration details. See you there!

### Boost your Business without Cutting your Prices

Smart business people know that your options to stand out from the competition are limited... cut prices? Not very profitable. Improve product quality? Certainly, but that can take substantial time and money. The fastest, most cost-effective way to differentiate yourself is to focus on your service. Customer service can no longer be merely *average* or simply *friendly*; it needs to be *remarkable*. Here's your opportunity to make that happen for your team...

### Jeff Mowatt's half day seminar, "The Art of Customer Service...Influence with Ease"

Some people claim that taking customer service to the next level is complex. Jeff Mowatt disagrees. That's why he calls his seminar, *Influence with ease*. Jeff reveals easy-to-apply tips, tools and phrases that generate significant results including:

- Strengthen customer loyalty
- Increase spending per customer
- Recharge customer service teamwork

Recharge your spirit and brighten your interactions with others

**Seminar times: Morning session** Check-in: 8:30 - 9:00 am. Program: 9:00am - 12:00 noon. OR **Afternoon session** Check-in: 1:00 - 1:30pm. Program: 1:30 - 4:30pm.

**Enrolment is limited.** To guarantee your seating register today by calling 1-800-JMowatt (566-9288), Or [click here to register on line](#)

## Shuswap Writers' Festival

Registration is now open for the 2011 Shuswap Writers' Festival in Salmon Arm - May 27 - 29, 2011! We have another great line-up of presenters - something for everyone, both readers and writers! For all the details, go to <http://www.saow.ca/festival.php> **EARLY BIRD REGISTRATION: Save \$50** by registering before **May 6, 2011.**