



# Annual Report

## 2020

Allan Schmidt – Executive Director

April 8, 2020

## Background

The NorthWest Industrial Business Revitalization Zone Association was incorporated as a BRZ Association in December 2001. We are located in the north-west corner of Edmonton, a 250 square block area west of 170 Street and north of 109 Avenue. Our members are primarily large industrial businesses, the majority of whom are involved in manufacturing, warehousing/distribution, industrial sales and retail automotive. There is a mix of locally owned, national and international business operations. Efficient transportation access and egress is a priority issue for the area.

The Association is managed by a board of directors elected from the membership at the Annual General Meeting held in October each year.

The 2020 Association Board of Directors were:

Chair	Ed Stahl	CEO, Stahl Peterbilt Inc.
Vice Chair	Joe Murphy	President, Fireball Equipment
Secretary	Merrill Martin	General Manager, Martin Deerline
Director	Mark Dobko	Branch Manager, Driving Force
Director	David Wood	Plant Manager, Logoplaste
Director	Mitch Mason	Western Truck & Trailer
Director	Tereena Morelli	Islay Agencies
Treasurer	Jim Riddell	Kenworth now retired

All Board members are affiliated with businesses operating within the Association area. The Board meets on a bi-monthly schedule and at the call of the chair.

Allan Schmidt, who is contracted as a part-time Executive Director provides the day to day administration and management of the Association. His responsibilities are to provide the Association with a business office presence and manage the Association's business affairs, to be the initial point of contact for the membership/business community and to represent the Association at community, municipal and provincial levels.

## **2020 Activity**

In **2020** we experienced a continued slowdown in the economy, then COVID-19 shut everything down. Businesses were forced to adjust how they would handle the new business environment or just close their business. Communications were made by email and in our newsletters to inform our members about assistance programs and grants made by all levels of government. We advised that the City of Edmonton's One-on-One program ([businessinfo@edmonton.ca](mailto:businessinfo@edmonton.ca)) was probably the most efficient method of getting questions answered and finding the most suitable assistance for a business.

Our focus, as an Association, is to support the continued development and growth of the area through improvements to the physical environment and support initiatives that add value to the community as a whole.

We have a very small volume of retail shopping traffic, mainly involving the fourteen automotive dealerships, a jewellery store, two coffee soup and sandwich shops, a diner in a hotel and a small lunch restaurant. There is virtually no pedestrian shopping. Parking is not an issue in the area. Large commercial vehicles comprise the majority of our daily road traffic.

The Association's primary issues are efficient access and egress throughout the area, efficient public transportation, safety for our employees and our commercial traffic, and crime deterrence and reduction. Our strategic planning focuses on these issues. The widening of 184 Street was completed in 2020 which has helped with traffic flow, safety and upgrades to the intersection at 111 Avenue and 184 Street with turning lanes and better drainage.

The NorthWest Industrial Business Association 2020 annual general meeting was held on October 14 of 2020. The 2020 draft budget was presented and reviewed by the members present and approved by the Board. The Board elections were held at that time.

## **Current Projects**

### ◆ Crime Deterrence Patrols:

Property crime in the industrial areas is an ongoing problem. The industrial areas have little or no traffic in the dark hours and weekends. This is when the majority of our property crimes are committed.

The Association has contracted with a private security K-9 patrol service to provide a night hours random mobile security patrol dedicated to our Association area. According to the Edmonton Police Service these patrols seem to be effective and they appreciate the communications updating them on activities in our area.

Our patrol officers visually check our members' business premises doors and accessible gates on every shift to ensure they are secure. Unsecured premises are thoroughly checked and key holders are called. These security lapses are noted in an incident report and are followed up daily by the Association. Crime or property damage is reported directly to the police and the business contact person, if known. These incidents are also followed up by the Association. We have now doubled the patrol for the entire year.

The EPS is updated on incidents occurring in our area and support the patrol as it seems to be effective in deterring criminal activity.

◆ Community Clean-up Project

We were unable to conduct our clean-up projects this year due to COVID-19 as our volunteers were not allowed to leave the Edmonton Institute for Women.

◆ Safety

The Association maintains a close watch on traffic and pedestrian patterns in the area as the safety of our pedestrians and vehicles on our busy roads is a concern. Identified issues are reported to the city for their review and action.

◆ Public Transportation

We did not see an increase in employment this year but still have approximately 8000 employees. The Association is in continual discussion with Edmonton Transit regarding services to our area. Ridership on our area buses is continually monitored to identify patterns and possible improvements.

## **Summary**

Our members have indicated that crime deterrence, transportation access and egress and public transportation concerns are a priority for our area and the Association is working diligently to continually address these issues.

The Association will continue to advocate on behalf of our members with our various stakeholders. We will also continue to develop and support new projects that contribute to the growth of the area and support initiatives that add value to the community as a whole.

\*\*\*