

July 16, 2018

Dear Mayor Corrigan and Burnaby City Council members –

It is the Burnaby North Road BIA's intention to revisit the establishment of a Coquitlam North Road BIA, in particular, having the business improvement activities associated with the Burnaby North Road BIA and the proposed Coquitlam North Road BIA, coordinated through our Association to be renamed "North Road Business Improvement Association".

To this end, a letter of intent to start the project was sent to Coquitlam Mayor and Council dated June 12, 2017 from Michelle Kim who is our BIA Board Vice-President and owner of ALS Property Management Company, a company that runs each of the big Korean malls on either side of North Road.

The letter outlined that she believed there was sufficient interest in establishing a BIA and that we had formed a task force to identify boundaries, a budget and a 5 year Strategic Plan. City of Coquitlam Tourism Manager Eric Kalnins has been participating on this task force and we have also received support from Coquitlam City Councillor Bonita Zarillo and the Hon. Selina Robinson, MLA Coquitlam-Maillardville.

To date we have held a series of meetings at various locations along the North Road corridor to let business people know about the many benefits of having a BIA and to determine whether there is enough support from them to revisit the formation of a Coquitlam North Road BIA. We have made some excellent in-roads, garnering pledges of support from various business and property owners and have also been conducting an informal survey, the results of which we hope to bring back to you in a few months' time, indicating that we have an overwhelming majority of Coquitlam North Road business and property owners in support of the project.

Once we have this established this milestone, our Association would like to approach both the City of Burnaby the City of Coquitlam staff again to outline our proposal and to obtain further direction on the respective process.

We have been in touch with Burnaby City Clerks' office about having a chance to appear before you at your July 23<sup>rd</sup> Council meeting at 7 p.m. to present a very brief power point presentation on the topic and to answer any questions you might have.

Our delegation would include the following people:

1. Hajera Baqi - Board President, Burnaby North Road BIA and owner Shoppers Drug Mart
2. Michelle Kim – Board Vice-President and owner of ALS Property Management
3. Eric Kim – Manager of TD Canada Trust, Coquitlam
4. Leslie Lessard Marketing Coordinator, Burnaby North Road BIA
5. Carolyn Oraziatti, Executive Director, Burnaby North Road BIA

Yours respectfully, Carolyn Oraziatti  
Executive Director, Burnaby North Road BIA

Copied to:  
City Manager  
Director Planning and Building  
Director Finance  
City Solicitor