

# OCTOBER NEWSLETTER

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### Thanks to Riverview

The Downtown Riverview Business Association would like to extend a sincere thank-you to the Town of Riverview. They are assisting us with the development of our new image, which will be done by Hudson Design, by offering \$2500.00 to aid with expenses related to this project.

*Our grand business is not to see what lies dimly at a distance, but to do what lies clearly at hand.*

Thomas Carlyle

## TRAINING SEMINARS FOR MEMBERS

Downtown Riverview in conjunction with ACOA (Atlantic Canada Opportunities Agency) would like to offer some training courses for our business owners and managers. These courses, which would be offered locally in Riverview deal with issues that are pertinent to the development of many different businesses and would be of a great deal of benefit to our members. As members of the Downtown Riverview Business Association you are eligible to enroll in these courses at a reduced rate. Though the final figure is not known yet we estimate that the cost would be along the lines of \$20.00 per person. These courses are taught by leaders in their respective fields and can run from two to four hours in length.

The two initial courses that will be offered are: Your Financial Statements: More Than Just Numbers, what do my financial statements really mean?

All too often small business owners and manag-

ers rely on their accountants and bankers to tell them what their bottom line really looks like. To survive, you must understand your true financial picture and learn how to manage it. Used properly, your financial information can help you better manage your marketing, inventory, customer service, staff and more. Understand your financial information and make it work for you!

The second course will be Success Strategies for Business: What are the best strategies for small business survival?

The road to small business failure is littered with small- and medium-sized businesses whose owners and managers ignored the warning signs. The health of your business depends on your ability to recognize and interpret the signs.

And simply surviving isn't enough. You need to know how to make your company successful and how to keep it that way. Understand-

ing why businesses fail can lead to business solutions that reap results - now and, more importantly, in the future.

Learn a simple model of business survival that will allow you to turn problems into business growth opportunities.

Please contact the office if you are interested in these programs, space is limited so contact us as soon as possible. The dates will be set in the near future.

Email: [downtownriverview.ba@nb.aibn.com](mailto:downtownriverview.ba@nb.aibn.com)



## CHRISTMAS THEME FOR THE BIA

Downtown Riverview would like to encourage the businesses along Coverdale Road as well as in the surrounding areas to attempt to create a unified Christmas light theme this Holiday Season. We would like to suggest that all local businesses do a varia-

tion that would include some form of white lights, either small or large or even spot lights. As well as try to have a wreath with a red bow. If we all try to keep a similar appearances to or core business area it will do a great deal to promote the aesthetic quali-

ties of Riverview and make our town more visually appealing for our residents and any winter time travelers.

SCHEDULE OF EVENTS

- Town Council meetings are held the second and fourth Monday of the month at town hall and are open to the public to stay informed about your town. Start time is 7pm.
- All Committee meetings, unless otherwise posted, will be at the Boardroom in Coverdale Square at Noon.
- Business After 5 is an informal gathering of any members of the business association to chat and network and have fun. Held at Dooley's in Pine Glen Plaza 5-7pm Every second Tuesday of the month.
- The Monthly General Meeting is held at the Boardroom in Coverdale Square at Noon and is open to all members of the business association to address issues or concerns they may have and to stay abreast of current events within the business community. Held every second Tuesday of the month.

# October 2003

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7 Social Committee	8	9	10	11
12	13 Town Council Meeting	14 General Meeting After 5 Social	15	16	17	18
19	20	21 Project Committee	22	23	24	25
26	27 Town Council Meeting	28 Business Committee	29	30	31	

## FARMERS MARKET FOR RIVERVIEW?

At our regular general meeting on the fourteenth of October the Town of Riverview Economic Development Officer, Brenda Orchard spoke about the Farmers Market.

With many obstacles already over come there are still a few more issues to contend with. A new design will be required to avoid having to fill in any of the Peticodiac and to gain the approval of the Peticodiac Riverkeepers. The Town of Riverview will front the \$20,000.00 necessary to complete this design – hopefully appeasing all parties and allowing the new market to proceed. Brenda finished by saying that though the market is not for certain, the outlook is very promising.

The potential to have three thousand or so people flock to Riverview on Saturday morning is a very possible reality. The economic boost this will add over the long term could be quite substantial for businesses ranging from gas stations to restaurants and everything in between. Simply increasing the traffic flow of our already busy business sections will no doubt have a positive effect on commerce in or town.

We are watching this issue very closely and will keep the members of the association up to date with current information as we receive it.

## Downtown Riverview Business Association

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org

The new website for the Downtown Riverview Business Association is underway and will be ready later this year. Business profiles, submitted for the newsletter will also be added to the website so prospective businesses or residence can see what we have to offer as a town. Please consider sending in your business profile along with pictures and text to our email address or call Jeffrey at 387-4215 if you have any questions.

## COUNSELORS CORNER

I am sure everyone is aware of the editorial in last week's Times and Transcript claiming that Riverview is "closed for business". The article was in response to Town Council's decision to reject a rezoning application on the corner of Hillsborough Road and Point Park Drive. I did not participate in the vote on the rezoning (I had previously declared a conflict of interest which requires a Councilor to leave the Council Chambers during a vote), so I cannot discuss the merits or faults of that particular application. However, I can speak to overall intent of the editorial article. Riverview is not closed to development. This one isolated rezoning application does not represent the track record of our Council over the past two years. It was this Council, in fact, that created a new business zone, the RBS Zone, on Pine Glen Road and Biggs Drive to allow businesses to incorporate storage operations within their businesses. Council has approved numer-

ous rezoning applications over the past two years. This is the only application, I can recall, being denied during the mandate of this Council.

The issue begs another important question. Do we want development at any cost? What kind of community do we want to live in? Again, I am not speaking to the actual rezoning application that initiated the editorial but to the notion that bigger is not necessarily always better and that every community needs to define their vision of how they will develop. From our municipality's perspective, we accomplish this by developing our Municipal Plan. Communities are required, under the Community Planning Act, to develop a Municipal Plan (which includes a review of all zoning designations) every 5 years. Riverview's last plan was completed in 1995 so a new plan was due in the year 2000. The Municipal Plan is coordinated and written by the Greater Moncton Planning District Commission. Town Council is anxiously awaiting

the development of our new Municipal Plan which will chart the future course of development in our community (including zoning) for the next 5 – 10 years. We certainly look forward to working with your representatives on the DRBA in the development of this important document.

In closing, I suggest that we all need to read and digest news with a questioning mind. There is always more than one perspective to view an issue and blanket statements such as "Riverview is Closed for Business" rarely represent the true reality.

Have a Great Year!

Councilor Bill McBeath

## PRESIDENTS MESSAGE

We are now entering in to an even busier time of the year with the fast approach of the Christmas Season. Your association has also been busy with several projects we are currently dealing with. One of those projects is the re-branding of our association which will provide us with a new slogan, logo and signage. I would like to thank the town for contributing \$2500.00 to this particular project.

We are also planning next years beautification program for the BIA as we go into the third and last phase of this project. The DRBA in partnership with the town and

provincial government have had John McLaughlin of Riverview Lawns and Gardens maintain the Business Improvement Area. He has done an excellent job and our trees that we had great concern for have been brought back to a stable condition. I am certain that you have all noticed and would agree that the lawns in front of the Businesses and our BIA in general, have never looked better.

Our Mentorship program has been a great benefit to everyone who is involved and took advantage of this worthwhile endeavor. This project was also sponsored by our town and ACOA and we thank our Economic Development Officer,

Brenda Orchard, for her role in obtaining this program for us.

Again, I would like to encourage everyone that may have concerns or suggestions to call our office or attend our meetings. They are always the second Tuesday of the month at 12 noon at our Board room in Coverdale Square. All business owners are welcome or can send a staff member.

Sincerely  
Sherry Wilson