

South Quesnel Business Improvement Association

STRATEGIC PLAN



Version 2.3

2022-2028

Updated Oct, 2025



South Quesnel BIA Budget 2022-2028

Version 2.3/October 2025

Executive Summary

The South Quesnel Business Improvement Association is a registered Provincial Society (S-0046); its mandate is to serve the Businesses of South Quesnel. The association was established in 2002. Annual funding is received through a City of Quesnel Business Improvement Area Bylaw and through various business type grants. The association was formed to improve the business area including beautification, safety and marketing for all the businesses within the boundary.

Business number is: 871346508 BC0001.

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Vision:

South Quesnel Business Improvement Association is an open and inclusive Business Association, that advocates for the needs of its members, and strives to create a safe, attractive, vibrant and welcoming Business Area.

Mission:

South Quesnel BIA promotes the economic development of the Business Association area through various marketing, beautification, safety and advocacy initiatives. We partner with the City of Quesnel (and others) to create an inclusive landscape and development area for businesses and the public. We strive to bring a sense of community and increase customers in the shopping area.

Values:

As a board we value being an honest, open and approachable group that is forward thinking. We believe in partnership, community and prosperity. Our goal is to help make South Quesnel a desirable place to live, eat, shop and explore for everyone.

City of Quesnel Bylaw Border: See next page

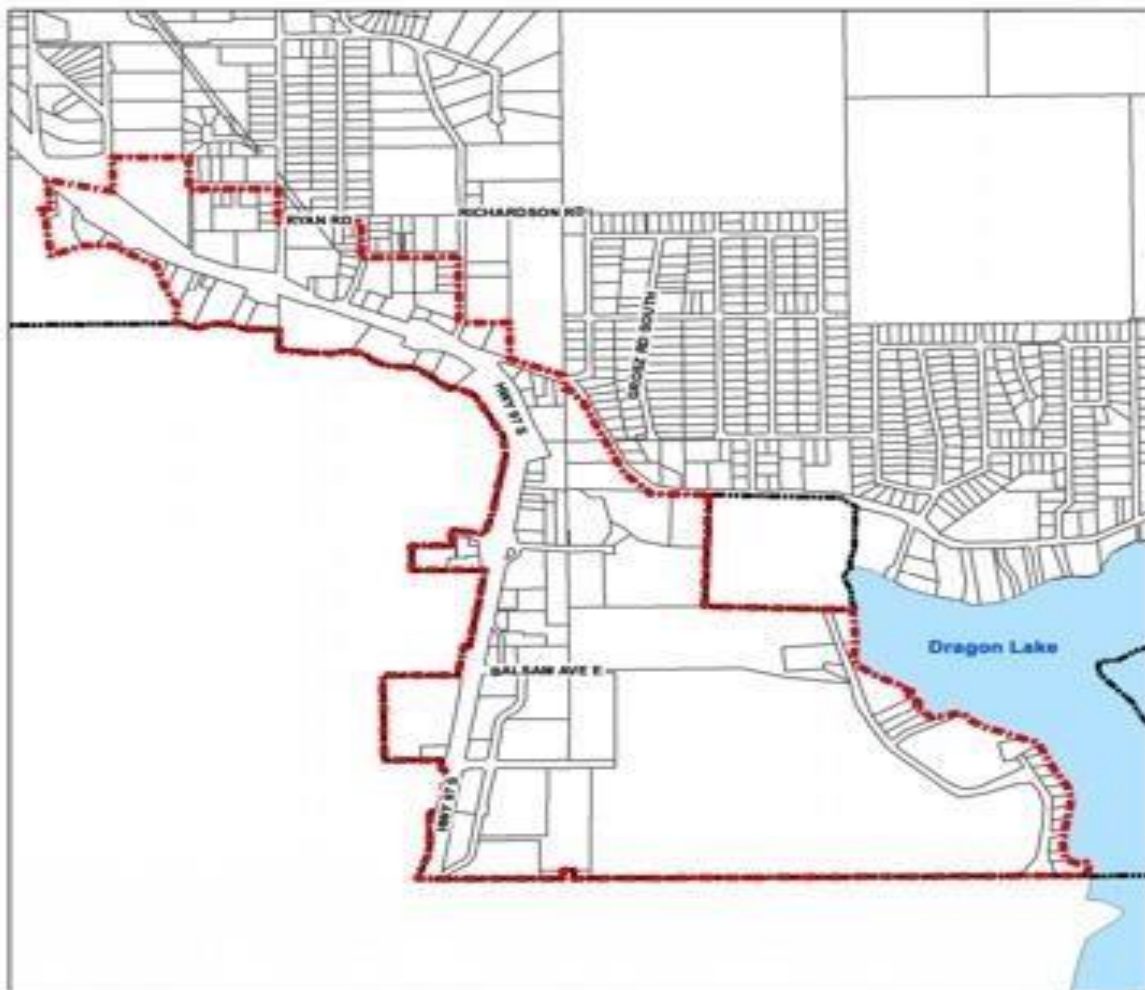


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SCHEDULE A OF BYLAW NO. 1899 SOUTH QUESNEL BUSINESS IMPROVEMENT AREA

CITY OF
Quesnel



Legend

-  South Quesnel Business Improvement Area
-  Municipal Boundary
-  Parcels





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2025/2026 SQBA Board of Directors

Executives/Directors are volunteers from the members in the Business Association area; there are currently 9 Executives/Directors and quorum is not less than 5. Directors serve a term of a year and are eligible for re-election. Our AGM Currently held in October.

Name	Position	Business
Charlotte Kurta	President	Westroad Consultants
Kayla Gibbs	Vice President	Denny's
Michelle Rodger	Treasurer	Aroma Foods & Deli
Julie Mills	Director	Franks Supermarket
Nav Sandhu	Director	Staples
Natalie Kozar	Director (voting)	The Beauty Lounge
Courtney Olson	Director (non-voting)	The Beauty Lounge
Janessa Kryzanowski	Director (non-voting)	The Beauty Lounge
Brianna Miedema	Director (non-voting)	The Beauty Lounge
Jay Jardosh	Director	Mobil Gas Bar
<i>Runge, Martin</i>	<i>Council Representative</i>	<i>City of Quesnel</i>

Executive Director:

Lisa Boudreau

Committees:

Ref	Committee	Chair/Members
	City Communication	Charlotte Kurta
	Policies/Bylaws	Charlotte Kurta, Kayla Gibbs
	Events	Julie Mills, Michelle Rodger



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2022 to 2030 Priority Goals and Actions

Goals are to meet the criteria of Specific, Measurable, Attainable, and Time-based (numbered for reference only)

1. Goal: Partner with City and/or businesses to create a public green space including picnic tables, garbage can and a stage or performance area.

- Obtain (rent/purchase/lease and area with opportunity for space for picnic tables
- Purchase picnic tables, bike racks and garbage cans

2. Goal: Continue to partner with Indigenous Communities

- Acknowledgment of Lhtako Dene Traditional Territory
- Invite and include the band, Chief and Council to events and planning meetings
- Partner on transit passes
- Collaborate on projects

3. Goal: Safety and access to business entry ways, parking lots and roadways

- Work on solutions for intersection/roadway safety for pedestrians and traffic
- Managing the flow of traffic throughout the business area, specifically line ups on roadways

4. Goal: Work with the City of Quesnel to participate in long term planning and joint projects

- Housing Developments
- Transit Improvements
- Development of a trail system (walking/biking)



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2022 to 2030 Areas of Focus & Action Items

1. Focus Area: Physical Improvement and Beautification - Increase the overall physical attractiveness of the business district

1.1 Work with City of Quesnel in developing trail extensions and improving access to SQ Businesses

- Discussing greenspace options and trail extensions (Racing Rd.)
- Pathway from Hydraulic Rd. through to SQ Area

1.2 Create a 'Clean Team' to ensure that frontage roads, ditches and empty lots are maintained and free from garbage and un-safe materials.

- Four 'pick up's' between spring and fall
- Continue to ask MOT to mow and keep frontage ditches clear

1.3 Support and partially fund installation of art pieces/murals.

- Partner with SQ businesses and assist financially
- Survey interest and purchase more planters, picnic tables and benches for business owners

1.4 Assist businesses to access grant funding for revitalization projects.

- Work with City of Quesnel Grant Writer and Economic Development to find and obtain grants for SQ Businesses, including greenspace and trail options.

2. Focus Area: Advertising and Promotion – Promote businesses and services in the business area

2.1 Maintain website and social media platforms, which offer customers information, upcoming and special events.

- Southquesnel.com
- Facebook and Instagram

2.2 Create major marketing project to drive business to South Quesnel (social media, marketing, and video).

- Showcase SQ businesses, vacant lots, Dragon Lake, etc.
- Support and partially fund installation of art pieces/murals.
- Partner with SQ businesses and assist financially

2.3 Continue to work on the shop local campaign



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- Continue working with the Chamber of Commerce, Community Futures and other BIA's
- Continue with the successful SQ marketing promotions such as the "back to school campaign"

2.4 Continue using local media outlets for advertising

- The Observer
- The Goat, Cariboo Country
- Local Photographers
- City of Quesnel Event Planner

3. Focus Area: Projects -Enhance access to business information to the community and public transit

3.1 Improving public transit options to the SQBIA

- More frequent bus pick-ups
- Support transit passes (for vulnerable families, Lhtako Dene, Women's resources Center etc.)
- Free transit for all children under 12 or 16 possibly supported by SQBIA
- Easier access for those working in the SQ area

4. Focus Area: Projects- Further develop a united image for the South Quesnel BIA

4.1 Continue to encourage businesses to note that they are in South Quesnel in their advertising and use association logo where possible

- Window stickers
- Social Media
- Swag items and other promo items for give-a-ways

4.2 Maintaining/supporting businesses with improvements

- Planters
- Sculptures
- Bike racks
- Benches
- Murals

5. Focus Area: Projects-Seek regular input from the South Quesnel Association members



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5.1 Encourage members to attend monthly meetings and participate in discussions and decisions.

- Executive Director engagement in person with businesses

5.2 Assist businesses to access grant funding for revitalization projects.

- Work with City of Quesnel Grant Writer and Economic Development to find and obtain grants for SQ Businesses, including greenspace and trail options.



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SWOT (Strengths, Weaknesses, Opportunities and threats):

(This information has been collected over-time and updated in July 2022)

Strengths

- **Diversity of Businesses** – Strong variety of retail, service, and industrial sectors.
- **Marketing and Visibility** – High visibility from Highway 97 and consistent marketing presence.
- **Beautification Projects** – Successful initiatives such as planters, benches, and South Quesnel Bucks.
- **Strong Budget** – Financial stability allows for long-term planning and reinvestment.
- **Community Connection** – Supportive, safe, and accessible area with ongoing growth opportunities.

Opportunities

- **Public Green Space Development** – Create a family-oriented park area with picnic spaces, a stage, and public washrooms.
- **BIA Area Expansion** – Extend boundaries to include more businesses and strengthen collective impact.
- **Maple Park Mall Site** – Explore long-term redevelopment or partnership opportunities.
- **Improved Access & Parking** – Address transport truck and RV parking needs; enhance pedestrian and highway access.
- **Active Transportation & Transit** – Add sidewalks, pathways, bike racks, and bus shelters; advocate for improved transit options for staff, seniors, and families.
- **Collaboration & Engagement** – Increase member engagement, strengthen collaboration with other BIAs, and continue long-term planning.
- **Highway 97 Corridor Safety** – Advocate for improved crossings, tunnels, and traffic safety measures along the corridor.

Weaknesses & Threats

- **Maple Park Mall Status** – Uncertainty surrounding future use of this key property.
- **Access Challenges** – Limited or difficult entry points to some businesses.
- **Highway Safety Concerns** – Heavy traffic and limited pedestrian infrastructure.
- **Limited City-Owned Property** – Reduced availability of municipal land for development or community use.



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Marketing Taglines:

Taglines:

“Shop! Eat! Explore!”

“Shop on Top”

Branding:

Colors: Blue/grey/white

Logo:





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2025-2026 Annual Budget

Annual Levy \$80,000

General

Accounting	\$3065
Insurance	\$1800
Mailbox/Postage	\$200
Storage Unit	\$1000
Worksafe BC	\$75
Memberships	\$150
Website/Canva	\$560
Office Expenses	\$1300

\$8,150

Meetings/Member Engagement

AGM/Regular Meetings	\$2500
(room rental, food, coffee/tea, meeting materials)	
Member Engagement	\$1500
(new member welcome basket, coffee/meal meetings, thank you gifts)	
Conference (ED)	\$3300
(Annual BIABC Conference)	

\$7,300

Advertising/Promotion

SQ Swag	\$4500
(eg: pens, bags, gum apparel)	
Media	\$3000
(social media, contests, radio, newspaper, digital screen ads)	
Popcorn supplies	\$800
(SQ has a popcorn machine that we lend out, we supply popcorn and bags)	

\$8,300

Events/Community Engagement

Events	\$7000
(eg: Santa & Mrs. Claus, halloween candy crawl, summer events, markets, movie nights, pow wow)	
Community Engagement	\$1000
(eg: purchasing water bottles to go towards a community event)	

\$8,000

Administration

Payroll	\$26,500
(Executive Director wages)	
Canada Revenue Agency	\$6,400

\$32,900

Beautification/Safety

Beautification/Safety	\$12,850
SQ Beautification/Safety Grant	\$2,500
(see policy 103 for details)	

\$15,350

WWW.SOUTHQUESNEL.COM



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