

2016 Annual Report



Presented
December 15th, 2016
at the

Annual General Meeting

The Marshes Golf Club, 320 Terry Fox Dr
5:30 PM-7:30PM

Success
Happens
Here.

AGENDA

Registration	5:30pm – 6:00 pm
Opening Remarks	6:00pm – 6:15pm
AGM	6:15pm – 7:00pm
Call Meeting to Order	
Agenda Approval	
➤ Minutes 2015 AGM	
Chair's Report	
Executive Directors Report	
Treasurer's Report	
Motions	
➤ Approve 2016 Financials YTD	
➤ Approve 2015 Auditors Report	
➤ 2017 Work Plan	
➤ Approve 2017 Budget	
➤ Motion on By-law Amendments	
➤ Motion to adjourn	
Closing Remarks	
Networking	7:00pm – 7:30pm

BOARD OF DIRECTORS

EXECUTIVE

Chair	George Chamberlain, Pleora Technologies
Treasurer	Troy Hughes, The Brookstreet Hotel
Incoming Vice Chair	Amy MacLeod, Mitel

DIRECTORS

Cyril McKelvie, Jabil
Daniel Scott, Labarge Weinstein
J. Patrick Ferris, KRP Properties
John Luszckek, Ericsson
Kevin Ford, Calian Group
Peter Dooher, Merkburn Holdings Ltd
Sam Khatib, Papa Sam's Restaurant
Vicki Coughney, Fidus Systems
Marianne Wilkinson, Kanata North Councillor

EXECUTIVE DIRECTOR

Jenna Sudds

CHAIRS REPORT

George Chamberlain

Welcome to the 5th Kanata North Business Association Annual Meeting. I have worked in Kanata since the 1980's and have had the privilege to be involved with the Business Association since its inception. At the time the Association was formed, pride in the technology community seemed to be at an all-time low and the tag-line "Silicon Valley North" elicited visions of a region trying to recapture past glory. How times have changed! There is a buzz and pride that I haven't felt since the late-90's. The Business Association has only been one piece of the puzzle driving revitalization of the community. Invest Ottawa has played a key role, access to investment capital is growing and success would not have happened without the growth and outstanding work of the more than 500 companies resident in the area!



The Kanata North Business Association is deeply committed to continuing to support the growth of the technology community in Kanata. Our role is specifically to provide advocacy for our members to the various levels of government and create an environment where business success can happen.

In addition to the technology companies resident in Kanata North quietly contributing to the success, there is a strong network of support companies, such as restaurants, hotels, venture capital, legal services, accounting services, marketing services, and IT services just to name a few. There are growing links to Ottawa and Carleton Universities as well as Algonquin College. With the presence of organizations such as CENGN, Kanata is well-positioned to have world-leading network infrastructure and to participate in the development of automated vehicles.

Kanata North is Canada's Largest Technology Park, and working with you and the various level of governments, we aim to make Kanata North the number one growth area for technology based companies.

George Chamberlain

EXECUTIVE DIRECTORS REPORT

Jenna Sudds

As we wrap up 2016 and reflect on the years progress, I can't help but feel like this year was big. This was the year that not one, but two major technology companies moved into our Tech Park. Apple and Amazon established offices here and are continuing to grow their workforce here. We also witnessed some tremendous successes for companies like You.i TV, QNX and March Networks. This coupled with our continued work to better connect our companies and community – all point towards a very successful 2016.



This year marked a turning point for our organization. With the completion of our Economic Impact Study and Market Gap Analysis in December 2015, we published the Kanata North Technology Ecosystem Report in February of this year. This report was presented to the Mayor and City Councillors shortly after publishing, and has been widely shared with Provincial and Federal government representatives across the country. This foundational work set the stage for advocating for greater recognition and support for our companies and Park. We also advocated for, and were pleased to have City Council approve an environmental study to explore Light Rail Transit to Kanata in the future.

We also moved forward with our #SeriousTechLivesHere campaign sharing 14 stories in local media and earning over 10K views this year. I am very proud of this campaign and the light that it shed on Kanata North as the place for business and talent. In 2017 we will continue to expand and invest in this campaign, and strive for even greater engagement ensuring the Kanata North Technology Park is the best place to work in Canada. In 2017 we will also continue to build on the successes of past years events, such as TEDxKanata, Discover TechNATA and the International Tour & Dinner event. These activities have become sought after tickets and bring demonstrated value to the community.

Please feel free to reach out to our office at any time. We are here to help. I look forward to another exciting year with the organization.

Jenna Sudds

2017 WORK PLAN

Pillar 1: Support Technology Sector Growth

- a. Talent Attraction and Retention Activities:
 - i. HR Leaders Council Meetings and ongoing support
 - ii. Job Board and leveraging social media
 - iii. Discover TechNATA event
 - iv. International Tour & Dinner Event
 - v. Startup Open House
- b. Business Retention & Support Activities:
 - i. Business Meetings & ongoing introductions
 - ii. CEO Advisory Council
- c. Marketing & Promotions
 - i. Phase 2 of #SeriousTechLivesHere Campaign
 - ii. Update of Collateral as needed including Business Guide Brochure
- d. Networking Opportunities
 - i. Continue to support quarterly networking opportunities and support other key opportunities and events in the City.

Pillar 2: Infrastructure & Ecosystem Improvement

- a. Community Building
 - i. The Kanata Networker digital magazine
 - ii. TEDxKanata
 - iii. Food Truck activities
 - iv. Community Hub Activities (yoga, lunch parties, etc.)
- b. Place Branding / Beautification
 - i. Beautification includes pole banners and flower bed at sign
 - ii. Examine opportunities for unique street signs
 - iii. Initiate a meeting with Property owners to discuss vision for Kanata North Business Community.
- c. Continued lobbying all levels of Government on issues of concern
- d. Embracing and Promote Smart City Concept

Pillar 3: Collaborative Impact / Leveraging Partnerships

- a. Leverage opportunities to collaborate with Invest Ottawa
- b. Continue to build alliances with Universities and College
- c. Continued efforts to collaborate with Chambers of Commerce and others

TREASURERS REPORT

Troy Hughes

When I take time to reflect on the events of 2016 and all that the Kanata North BIA team has achieved, I become extremely proud and I think of the hard work and contributions of each member. In 2016 we operated according to the approved plan presented last year. All expenses submitted for payment have been authorized by the Chair and the Treasurer and all significant initiatives have been authorized by the board as a whole.



2016 Highlights

- ✓ Member Levies were as budgeted, at \$392,500 less vacancy rebates and remissions. This year there were numerous properties that successfully challenged their property assessments with MPAC, which resulted in \$20,000 in remissions from our budget, as well as \$7,000 in vacancy rebates. This was a \$27,000 loss of revenue that was unanticipated.
- ✓ We are proud to have obtained grant revenue of \$18,000. The City of Ottawa provided funds to support our Graffiti program, as well as a Research Grant to update our business directory and web enhancements. We also received a Canada Summer Jobs Grant from the Federal Government.
- ✓ Additional revenue sales and sponsorships greatly exceeded budget with great support of events such as the HR Summit, Discover TechNata, International Tour & Dinner, and of course TEDxKanata. Additional revenues are anticipated to be \$49,000 for 2016.
- ✓ Administration costs are forecasted to be \$264,000, \$3,000 higher than budget. These costs include wages, office space costs, graffiti removal, professional fees, and insurance. This also includes unexpected moving costs incurred in 2016.
- ✓ Promotions and Marketing costs of \$189,000 include; advertising and promotions, community and VIP events, and signage.

All expenses are authorized by the Chair and the Treasurer prior to payment and financials are reviewed on a monthly basis. Funds of the Business Association are spent with board oversight in accordance with the annual objectives and mission of the Association. All expenditures over \$2,500 dollars have been pre-approved by the board.

Moving forward to 2017 the budget contains an increase in Member contributions of \$22,500 (5.7%). With growth in our assessment base, we do not see this increase having an impact of greater than 3% on member fees. We will continue our efforts to grow other revenue and sponsorships, while maintaining focus on our core mission and goals. We do not expect to use funds from our retained surplus in the 2017 budget. Overall, both revenues and expenditures of the BIA are budgeted to be flat in 2017.

2016 Financials 2017 Proposed Budget

	Budget 2017	Forecast 2016	Budget 2016
Revenue:			
Member Levy - (Property Tax Levy)	\$415,000	\$392,500	\$392,500
Net Member Levy after Rebates & Remissions	\$391,500	\$366,000	\$392,500
Grants	18,500	18,000	15,000
Other Sales/Sponsorship	52,000	49,000	16,500
Contributions from Surplus	0	20,000	25,000
	\$462,000	\$453,000	\$449,000
Expenses:			
Administration	\$269,500	\$264,000	\$261,000
Promotions & Marketing	192,500	189,000	188,000
	\$462,000	\$453,000	\$449,000
Surplus (Deficit), end of year	\$0	\$0	\$ -
Retained Surplus	\$62,684	\$62,684	\$57,684

MINUTES FROM November, 30th 2015 AGM

1. Opening Remarks and Welcome	
<ul style="list-style-type: none"> ▪ Jenna Suds, Executive Director of the Kanata North BIA, welcomed all members to the 4th Annual General Meeting of the KNBIA and thanked everyone for attending. ▪ Jenna Suds introduced the current Board Members attending: Kevin Ford, Pat Ferris, Troy Hughes, Tony Dunn, Peter Dooher, Sam Khatib, Marianne Wilkinson, David Ritonja, Amy MacLeod, John Luszczek and Daniel Scott. She acknowledged regrets from George Chamberlain. ▪ On behalf of the Board, Jenna Suds thanked Terry MacIver, Patrick Snelling and Nancy Sutherland, who have served on the Board and stepped down in 2015, for their hours of service and dedication to the organization. ▪ Jenna Suds introduced and welcomed the 3 new Board Members: Amy MacLeod, John Luszczek and Daniel Scott who joined the Board this year. ▪ Jenna Suds asked the members to join her in welcoming special guests Krista Kreling, City Economic Development and Rosemary Leu, West Ottawa Board of Trade to the meeting. ▪ Jenna Suds also welcomed guest speakers: Rick Clayton, Glenn McDougall and Jeffrey Doyle, all from Doyletech, who will speak this evening following the business part of the meeting. 	
2. Call Meeting to Order	
Peter Dooher acted as Chairperson and opened the meeting at 6:20 p.m.	
3. Tabling of Notice of Meeting	
Peter Dooher tabled a letter from the Executive Director, Jenna Suds, stating that notice had been duly served to all members and that official notices were distributed to all members in good standing by hand or mail by 5:00 p.m. November 10 th , 2015.	
4. Formal Business Section	
a) Declaration of Quorum	
<ul style="list-style-type: none"> ▪ Peter Dooher stated that he has been advised by the Executive Director that a quorum of not less than 10% of members, or minimum of 12, is present in person or represented by proxy. ▪ Total approximate membership for November 2015 is 545. He declared the meeting to be regularly called and properly constituted for the transaction of business. 	
b) Approval of Agenda	MOTION CARRIED
Member card #10, Sam Khatib, moved that the Agenda be accepted as presented. Member card # 70, Peter McGann, 2 nd the motion.	
c) Approval of Last AGM Minutes	MOTION CARRIED
Member card #55, Amy MacLeod, moved that the minutes of the AGM of the members held November 26, 2014 is accepted. Member card # 48, Neil MacLeod, 2 nd the motion.	

<p>5. Chair's Report Peter Doohar presented his report as attached and moved its acceptance. Member card #20, John Luszcsek, 2nd the motion.</p>	<p>MOTION CARRIED</p>
<p>6. Executive Director's Report</p>	
<p>2015 Activities Report Jenna Sudds presented her report on 2015 Activities and moved its acceptance. Member card #65, Andrew Penny, moved that the 2015 Activities Report be accepted as presented. Member card # 18, Rosemary Leu, 2nd the motion.</p>	<p>MOTION CARRIED</p>
<p>Draft 2016 Work Plan Jenna Sudds presented her Draft 2016 Work Plan and moved its acceptance. Member card #32, Treena Grevatt, moved that the Draft 2016 Work Plan be accepted as presented. Member card #27, Patrick Ferris, 2nd the motion.</p>	<p>MOTION CARRIED</p>
<p>7. Treasurer's Report/Financial Overview</p> <ul style="list-style-type: none"> ▪ Troy Hughes presented his report noting that a copy of this financial report, in summary form, was distributed in the packages handed out today and on the screen at the front. Troy Hughes opened the floor to questions. There were no questions. ▪ Troy Hughes moved that the Financial Statements and 2016 Budget of Kanata North BIA for the 12 month period, ending December 31, 2016, be accepted. Member card #27, Patrick Ferris, moved that the Financial Statements and 2016 Budget be accepted as presented. Member card #10, Sam Khatib, 2nd the motion. 	<p>MOTION CARRIED</p>
<p>8. Other Business</p>	
<p>Procurement Bylaw</p> <ul style="list-style-type: none"> ▪ Peter Doohar presented the revisions to the Procurement Bylaw and moved its acceptance. Member card #92, Marianne Wilkinson, 2nd the motion. 	<p>MOTION CARRIED</p>
<p>Other</p> <ul style="list-style-type: none"> ▪ Peter Doohar declared the formal matters as having been dispensed and opened the floor to questions. There were no questions. 	
<p>9. Adjournment of Meeting</p> <ul style="list-style-type: none"> ▪ Peter Doohar, having established that there was no other business, asked for a motion to adjourn the meeting. Member card #10, Sam Khatib, moved that the meeting be adjourned. Member card #18, Rosemary Leu, 2nd the motion. ▪ Peter Doohar declared the Meeting adjourned at 7:00 p.m. ▪ Jenna Sudds introduced Guest Speaker(s) Rick Clayton, Jeffrey Doyle and Glen McDougall of Doyletech. 	<p>MOTION CARRIED</p>