



BARRHAVEN BIA

Barrhaven BIA 2020 Annual Report

Like many of our members, the words we can best use to describe 2020 are resilience, innovation, and creativity. Like our members, we had to pivot our programs and plans. We worked hard to support our businesses through the COVID-19 pandemic and we remain committed to doing the same through 2021.

To view the video version of this report, please [click here](#).

Message from Our Chair

Dear BBIA Members and Guests,

Happy New Year. It is an honour for our Board and staff to serve the Barrhaven business community. While the pandemic-related events of 2020 came as an unwelcome surprise, we quickly adapted and worked together effectively to advocate for local businesses. It was a most-challenging year, and the long, hard battle is ongoing. The resiliency you have all shown in navigating your businesses through this crisis is a testament to your dedication and hard work. We remain hopeful that recovery will come soon in 2021 and that the worst is behind us.

Despite great adversity in 2020, the BBIA saw a record increase in its member communication and participation. The investment of your time and expertise empowered us to support all Barrhaven businesses more effectively than ever before. This collaborative effort helped us pivot quickly to adjust our priorities and programs to meet the unexpected challenges on your behalf. We greatly enhanced our online presence in an effort to engage customers by launching a number of new social media campaigns and contests, as well as new website features. To support businesses, we immediately initiated daily COVID update emails when the crisis first hit on March 13th. We hosted 38 weekly Wednesday morning open calls for members over Zoom and created a COVID Resource section on our website with a PPE purchasing portal. In June, we delivered hundreds of business reopening toolkits and relaunched our business profile series as businesses started to safely reopen. Mayor Watson visited Barrhaven late this summer and helped us launch our #MyBarrhaven social campaign.

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Collaboration, Productivity and Professionalism: Advocacy and Outreach for 2021

In the coming year, we will continue to nurture our partnerships with local stakeholders including the Ottawa Coalition of BIAs, the Ontario BIA Association, the Ottawa Board of Trade, the City of Ottawa and Ottawa Public Health. Late in 2020, our Executive Director was re-elected to the Ottawa Coalition of BIAs Board and appointed Vice Chair. Additionally, she has been appointed to the Ontario BIA Association's Advocacy Committee. We are grateful for the unprecedented level of collaboration from MP Arya, Mayor Watson, Councillors Harder and Meehan, the City's economic development staff and Ottawa Public Health officials. We will continue to engage productively and effectively with all key partners on support programs and local economic development. We promise to work collaboratively to shine a light on issues while proactively identifying opportunities for local business success.

The start of our year here in Barrhaven will see much activity focused on an update to our hugely successful 2016 economic study. Our partners in the development industry stakeholder group, along with elected officials and senior City Planning and Economic Development staff, are very much in support of the direction of this research project. We will continue to build on the great new social media and member programs that were created in 2020. Together, let's reflect on the lessons that 2020 has taught us and use our newfound tools to collaborate and communicate most effectively to ensure lasting success for each member of our business community. Thank you.

Jason MacDonald
Chair of the Barrhaven BIA

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About the Barrhaven BIA

The Barrhaven BIA was created on January 1st, 2006 and was Ottawa's first suburban BIA. We currently have over 500 member businesses within our boundaries; Highway 416, the south side of Fallowfield Road, the west side of Prince of Wales, and the south urban boundary. All commercial properties within the BIA boundary are automatically members of the Barrhaven BIA.

Mandate

The Barrhaven BIA is the local leader for business resources, services, and advocacy. We are committed to helping local business members make and save money and to bringing high-value employment to the Barrhaven region.

Vision

To support, promote, develop and advocate for the businesses of Barrhaven to help stimulate prosperity and employment growth.

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Priorities for the Barrhaven BIA in 2020/2021

The COVID-19 pandemic has shaped many of the priorities for the Barrhaven BIA but we continue to focus on enabling growth within the community going forward. The priorities for the Barrhaven BIA can be split into 4 pillars.

- 1) Advocacy
- 2) Economic Development and Smart Growth
- 3) Membership Engagement/Support
- 4) Marketing

1) Advocacy

The Barrhaven BIA functions as an advocate for Barrhaven businesses and organizations providing an opportunity for members to speak with a united voice on issues of common concern thereby increasing their influence on policies that affect them.

This has always been a part of our role within the community but 2020 brought a new set of challenges for our members due to the COVID-19 Pandemic. Throughout the year we were able to successfully advocate, along with our partners in the Ottawa Coalition of BIAs (OCOBIA), the Ontario BIA Association, and other organizations, to ultimately affect change with all levels of government, specifically in terms of supports being provided to businesses during this crisis.

Late in 2020, our Executive Director, Andrea Steenbakkers, was re-elected to OCOBIA's Board and was also appointed Vice Chair. The Executive Director has also been appointed to OBIAA's Advocacy Committee. These positions ensure that Barrhaven's businesses are represented throughout a variety of advocacy initiatives.

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Advocacy Highlights:

Here are just some of the advocacy highlights from 2020.

ISSUE	ACTION	RESULT
The need for commercial rent assistance in the spring	Letters sent to PM Trudeau, MP Arya, and Premier Ford	The creation of the OCECRA program using many of the recommendations.
The need for changes to the commercial rent assistance programs.	Letter to Premier Ford, PM Trudeau, and Federal Ministers.	The development of the tenant focused CERS which also provides a sliding scale of benefits.
The need for data to support provincial regulations.	OCOBIA letter endorsed by Ottawa City Council demanding data to support the restrictions imposed by Modified Stage 2.	Better data now being shared to make regional decisions.
The need for supports for small businesses.	Letter to Minister Morneau, PM Trudeau, Premier Ford, and many Ministers.	Creation of programs such as the CERB, CEWS, and more.

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2) Economic Development and Smart Growth

Collaboration, Productivity and Professionalism: Advocacy and Outreach for 2021

The start of our year here in Barrhaven will see much activity focused on an update to our hugely successful 2016 economic study. Our partners in the development industry stakeholder group along with MP Arya and Senior City Planning and Economic Development staff are very much in support of the direction of this research project.

Economic and Market Research

In 2016, Doyletech completed the Barrhaven Market and Development Analysis Study for the BBIA. Our report has been referenced extensively since its release and this has contributed to significant economic development initiatives in the area.

Much has changed since the report research was conducted;

- 1) A Soundstage Campus and Creative Hub has been approved for development on the NCC lands at Hunt Club and Woodroffe, just to the north of Barrhaven
- 2) A Federal data and research facility is coming soon to the area
- 3) The bricks and mortar retail commercial landscape has been forever changed by the COVID-19 pandemic (less demand for large format retail space)
- 4) Business park land parcels in Citigate and the SMBP are almost entirely developed, purchased or optioned including major anchors such as the new Amazon facility, Tomlinson and RCMP HQ
- 5) The anticipated civic building for the Barrhaven downtown has been put on hold due to a lack of Provincial matched funding
- 6) The development of ABIC in Barrhaven (new clean building facility): a first in NA process which significantly reduces waste and uses advanced AI and robotics

We now need Doyletech to reanalyse, refocus and refresh this data using their proven, proprietary software. With strong references to the successes coming from our last report, what does development look like here over the next decade and beyond?

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This study will include the consideration of;

- 1) COVID's impacts and changes to how and where we work
- 2) Population growth in Barrhaven since the 2016 Census
 - a. Talent
 - b. Number of federal workers
- 3) Barrhaven as the anchor for Canada-wide government service delivery through multi-departmental remote workspace facilities
- 4) Location advantages (401/416/417 highways), airport, VIA, RCMP HQ, Smart Farm, Area X.O, etc.
- 5) Inventory of land and shovel-ready sites
 - a. Do we have enough employment land (Prestige business/business/light manufacturing)?
- 6) 5G implementation and opportunities
- 7) CFIA and NCC Smart Farm activities
- 8) Medical buildings and interest (DCR Phoenix Business park)
- 9) Identification of 2nd tier business cluster opportunities

Our goal is to gather economic data and generate impact numbers to identify real opportunities for Barrhaven. This new report will serve to support the smart growth goals of our elected representatives, senior government staff, businesses and property developers.

SMART GROWTH FOR BARRHAVEN

In 2020, the BBIA continued to invest in our major initiative to promote our economic strategy and highlight the great opportunities for employment development in the Barrhaven area. The ongoing focus of the BBIA is on *long-term employment-based job growth and protecting the core commercial area of Barrhaven*. Ottawa's suburban communities play a vital role within the larger context of our city and offer the ability to be sustainable communities that are complete with work, live and play opportunities. Continued growth and new development within Ottawa's suburbs are able to serve as test sites for advancing economic growth and implementing smart technology solutions to support economic growth. Barrhaven is well-positioned to be a driver for Ottawa's economy, as it offers a balance of residential, institutional, and recreational uses.

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Our Smart Growth Strategy

Our smart growth team fine-tuned the BBIA's economic development goals for Barrhaven at a strategic planning session last year: *Employment growth* (non-retail) and *infrastructure improvements*. Both are needed to foster an ideal environment for employment and continued retail growth. Here are the areas that we will continue to focus on in 2021 and beyond;

- (1) *Rapid Transit*: Complete the existing corridors (N-S Marketplace to Baseline, E-W Vimy Bridge to Borrisokane) and extend them to Barnsdale (S) and to Citigate (W)
- (2) *Downtown Barrhaven*: Start the civic square (inside and outside) and review the new secondary plan for this area
- (3) *GigCiti*: Activate fibre at Citigate business park (1st location of its kind in Ottawa)
- (4) *Roads*: Fast-track Greenbank's realignment and create a Barnsdale 416 interchange
- (5) *Transit*: Improve transit efficiency and options in Barrhaven (for travel within Barrhaven and to access rapid transit lines during peak hours)

Barrhaven's Downtown Community Design Plan

The careful consideration of the development of Barrhaven's Downtown is very important. The well-planned integration of the core with our employment areas is key as we can ensure that Barrhaven is built differently than other suburban areas, offering a hipper and more social vibe to millennial workers. We need the LRT to service our Marketplace Station, and further south to a future Cambrian Station, with an off-road dedicated corridor from Baseline Station, through Fallowfield Station. We need our future BRT to come into the heart of Citigate through the downtown and passing our future Barrhaven Main Streets (Riocan and Marketplace Avenues). We also need to incorporate arts and culture to make Barrhaven a complete community that attracts today's employers. Millennials will represent 75% of the workforce by 2025 and 89% of them will pledge loyalty to companies that support good causes. They are social and purpose driven. Given that we have a *greenfield* slate, we can proceed accordingly.

In 2020, the Barrhaven BIA retained the GBA Group to assist with advancing the Barrhaven Downtown vision by fine tuning its elements and preparing a business plan. The objective of this partnership was to establish a great civic centre that will anchor Barrhaven's Downtown. A number of scenarios have been proposed that contain elements that take advantage of the site

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being located at the confluence of existing and future rapid transit service. The need was to proof the vision: are the ingredients correct, how do we take advantage of the transit connection, who will play a role in implementing the project and how do we make it financially viable and sustainable over the long-term? In order to move forward from idea to opening day, the Barrhaven BIA has retained GBA as a development manager with current local knowledge of large scale, complex projects in the Ottawa area to assist. The outcome of our work was the creation of a Business and Development Plan for the implementation of the project – a vibrant meeting place for the residents of Barrhaven and beyond. You will recognize them as a leader in Place-Making Advisory services and major contributors to local successes such as; Lansdowne Live, The Shaw Convention Centre, Algonquin College Expansion and the Royal Ottawa Mental Health Care facility. Their team worked closely with our Executive Director and key City and development industry stakeholders on planning, economic development, departmental plans and interests, transit, roads, and more and to collect thoughts and ideas on bringing this project to fruition.

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3) Membership Engagement & Resources

In 2020, our membership needed our assistance more than ever and we responded with new initiatives, resources and services to help them tackle the COVID-19 Pandemic.

Key Membership Resources:

Daily COVID-19 Email Updates for Businesses

On Friday, March 13th, as everything was quickly changing, we sent our first COVID-19 update to businesses via email. These daily emails continued well into the summer and provided our members with up to date information on restrictions and government supports available to them. These updates are now sent weekly (with special updates added as required) as there is less information available on a daily basis. Between March and December 2020, we sent 194 COVID-19 related email updates. Members have shown their appreciation and many rely on these updates for the most accurate and important information.

Weekly Open Calls

Isolation was a clear issue early in the pandemic and the Barrhaven BIA responded with our weekly open calls - a way for our members to come together. Many of the issues that our businesses are facing are not unique and this has provided them with a forum to discuss best practices, provide support, ask questions, and be part of the community. In 2020 we hosted 37 open calls and we will continue with these into 2021.

Barrhaven Business Reopening Toolkits

Early on in the pandemic, it became clear that businesses would need a variety of signage to be able to reopen safely - everything from physical distancing floor decals to hand sanitizing signs. The Barrhaven BIA designed our very own "Made in Barrhaven" toolkit that featured a variety of signage branded with our colours and logo that we were able to provide free of charge to our member businesses. Toolkits were distributed primarily in the month of June to over 200 member businesses. We continue to provide replacement signage to our members upon request and have plans to do a "refresh" in 2021.

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Website Resource Page and PPE Portal

Finding resources and information was challenging, especially at the beginning of the pandemic, and we wanted to make it easier for our members. To help them find business specific information, we created our resource webpage which hosts a variety of links to government programs and other important information. Businesses are able to navigate the page and look at specifically what they need.

As businesses were starting to reopen, it became challenging to procure the necessary PPE. We created our PPE Portal in the spring with a list of local and Canadian suppliers who had PPE offerings. We were also able to offer a discount from one of our own members who had pivoted their first aid training business to sell medical grade PPE. There were many members who took advantage of this offer.

Ongoing Support

Throughout the year, we have provided ongoing member support. Whether it's guidance on government programs, marketing strategies, or just someone to talk to, we are always available to support our members.

In 2020, approximately 70% of our membership were actively engaged with the BBIA.

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4) Marketing

In 2020 we worked hard to showcase and highlight our local businesses as much as possible. Our plans were pivoted and changed throughout the year but the goal remained the same - to highlight the importance of shopping local and show our businesses the support they deserve. Here are the key marketing campaigns that were run in 2020:

Business Profiles

In 2020, we took our business profiles a step further than 2019 with the move to video profiles. The goal of video profiles is to truly introduce our residents to Barrhaven businesses. We also launched this as a sponsored program where the BBIA sponsors a social media ad to support the profile. These videos were very well received and were reaching anywhere from 30 to 75k people. With the uncertainty, profiles were paused in March but returned in late May with a focus on what businesses would be doing to keep everyone safe as they reopened.

Barrhaven Insider

This was a big part of our plan for 2020 that was put on hold when the pandemic arrived. We were able to do one insider profile in early March, our first child insider, and it was very well received. We hope to bring this campaign back in 2021.

Shop Local Safely Branding and Campaigns

Our existing “Live, Work, Shop, Play” branding was modified in 2020 to our “Live, Work, Shop, Play Safely in #MyBarrhaven” to bring all our COVID and shop local messaging together. This branding was used for our business reopening toolkits, throughout social media, and our website. We created a recognizable branding strategy that painted the community blue through the second half of the year.

Barrhaven’s Holiday Guide

Knowing that the holiday season would look very different this year, we wanted to support our businesses and make it easier for our residents to support them this holiday season. We created the Holiday Guide as a way to showcase local businesses for gifts, entertaining, and any holiday needs. We had 50 businesses participate and we were able to showcase them successfully on social media.

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Giveaways

We held 3 giveaways in 2020 (Valentine's Day, Shop Local, and Holiday). Giveaways are a great way to showcase our local businesses while growing our own presence on social media and they have been highly successful. For Valentine's Day, we held a 10 day giveaway with 10 prizes donated by our local businesses. In May, we held a week-long giveaway where residents were able to give a shout out to a local business and we selected 1 winner for whom we bought a \$250 gift card to the business they had mentioned. In November, Barrhaven's Great Holiday Giveaway returned and this time we purchased prizes (\$100 gift cards) from 30 local businesses.

Holiday Lights and Virtual Event

For the second year, the Barrhaven BIA had holiday lights installed on the corners of Strandherd Drive and Greenbank Road. This year we decorated all four corners with over 63k lights. To "light the lights", we held a virtual community event through Facebook Live featuring Santa, local politicians, Premier Ford, and others. This event was very well received in the community and we look forward to making it an annual tradition.

Website Showcases

Throughout the year we have worked hard to showcase our businesses in different ways on our website. Early in the pandemic, we created a Shop Local Online Portal to showcase businesses that offered gift cards or items through an online store. This eventually evolved into a Shop Local page that was updated regularly to inform residents of what was open and how to shop. We also featured businesses through a variety of list type blogs with themes like "Back to School", "Patios", and "Ice Cream" among many others.

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2020 Year in Review

To better showcase 2020, we are highlighting our activities month by month.

January

- We hosted our B2B Seminar: Business Reset with Rob Dale.
- We hosted our January Networking After Work at Anabia Cupcakery Cafe.
- We launched our first video business profiles and ad campaigns.
- Our Live, Work, Shop, Play Social Media Campaign Began.

February

- We hosted our February Networking After Work at Boston Pizza
- Strategic Planning Refresh Sessions were held with our board, committees, and ambassadors.
- We held our first ever Valentine's Giveaway

March

- Our only Barrhaven Insider of 2020 was published in early March
- Daily COVID-19 Updates for Businesses started on March 13th (email updates)
- What's Cancelled and Closed page on our website created to inform residents of the rapidly changing situation.
- Online Shopping Portal launched to also be featured on the Mayor's shop local resource.
- Resource page for businesses launched.

April

- What's Open in Barrhaven launched - to be updated in the coming months to help people shop local.
- Support Local Giveaway
- First Weekly Open Call held on April 1st.
- First of our spring B2B webinars were held in April.

May

- Launch of the Barrhaven BIA PPE Portal
- Shop Safely in Barrhaven campaign launched with new branding

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June

- Barrhaven Business Reopening Toolkits delivered to over 200 members.
- Business profiles were relaunched as businesses began to reopen.

July/August

- New list style blogs were launched
- Back to School campaign

September

- Mayor Watson toured Barrhaven
- Strandherd Widening/ Support Local campaign started
- This is #MyBarrhaven campaign launch

October

Small business week

The introduction of our first ever digital Holiday Guide.

November

- Corners of Strandherd and Greenbank lit up with over 63k lights to bring some holiday spirit to the community and encourage people to shop local.
- Lights were lit during a virtual Facebook Live event for the community featuring Santa, local politicians and more.
- Barrhaven's Great Holiday Giveaway started.

December

- Wrap up of the highly successful Barrhaven's Great Holiday Giveaway.
- Holiday Shop Local Campaign

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Looking Forward to 2021

“Instead of worrying about what you cannot control, shift your focus to what you can create.” - Roy T. Bennett

1) Continue Response to COVID-19

As we begin 2021 under lockdown and with plenty of uncertainty ahead in the coming months, we remain committed to supporting our membership by:

- Ensuring that all the information you need arrives in your inbox as soon as it becomes available.
- Advocating on your behalf to ensure that your voice is heard with all levels of government.
- Continuing our weekly open calls.
- Promoting the importance of supporting our local businesses through this crisis.
- Leveraging our voice to market our businesses.
- Finding new ways to support our businesses and to keep our community whole.

2) New Marketing Initiatives

- Barrhaven “Experiences” Video Series allowing businesses to showcase their skills with interactive videos.
- Encouraging and facilitating collaboration opportunities between members.
- NEW and exciting B2B Webinars!
- Explore a new place from home with our “Barrhaven World Tour” series.
- A brand new Business Directory on our website making it easier than ever for the community to find our businesses.

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3) Economic Development and Smart Growth

- Update to the 2016 Doyletech Economic Study.
- Continued work with all levels of government to ensure growth for Barrhaven in areas such as infrastructure and the new Barrhaven Downtown.

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Our Board and Staff

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Marketing Chair	Mark Dickie	613-692-0345	mark@20eight.ca
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Reserve Member	Hollie Butcher	613-440-3906	hollie@heartandcrown.ca
Marketing and Social Media Assistant	Crystal Logan	613-818-1901	marketing@barrhavenbia.ca

A special thank you must be given to our outgoing board members Jennifer Grundy, Christian Campanale, and Chris Kimball. On behalf of the Barrhaven BIA, we have truly appreciated your leadership, service, and contribution to the Board and Committees.

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Volunteers

We would also like to take this opportunity to thank our committee members and Ambassadors for their support over the past year.

Marketing Committee

- Charmion Barrette - Cedargrove Massage Therapy
- Joe Baker - b-sharp Ottawa
- Emily Mirsky - COBS Bread Barrhaven
- Janet McCausland - Meridian Credit Union

BBIA Ambassadors

- Lori Pratt - CIBC Barrhaven
- David De Almeida - Anabia Cupcakery Cafe
- Ahmad Maree - Dominos Pizza Fallowfield
- Mudi Syed - Meridian Credit Union
- John Tan - The UPS Store
- Tanya Farlinger - Exhalo Spa
- Billie-Jean Benisty - Copper Branch
- Adam McGregor - Dominos Pizza Strandherd

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