

Heads up!

You may want to keep a hard hat handy when you step outside.

Eight property owners have applied for financial incentives to bring their buildings up to code and improve the façades.

Irwin Zaifman was the first person to announce his plans, and with 14 properties along the corridor, he also has the biggest job ahead of him. He owns 666 (**Worlds Away**) and 668, 702 - 706 (**Windsor's Gate** and **Mitch's Treasures**) and 775 - 791 Dundas Street (from **G&A Book Exchange** to **Funky Find**). All his properties will have extensive façade, signage, lighting, HVAC, interior electrical and plumbing upgrades.

Mr. Zaifman is also working closely with us to attract a variety of creative businesses. As business recruiter David Hall says, "We're very lucky to have a major landowner thinking in parallel with us."

Message from the Chair

Spring is an appropriate time to celebrate revitalization. With a garden, there's a lot of groundwork to be done with not much to show for it. Then spring comes, there are slight hints of new growth, and suddenly things really start to bloom.

A lot of time, dedication and hard work went into developing the financial incentive programs with the City of London. During that time, there was little to show for these efforts. But then they took root, the City topped up the reserve fund, and suddenly landlords were making plans to restore their buildings. At the same time, several new businesses were opening up in different locations.

On behalf of the BIA, I want to thank all those people who are working hard to make this community a place to live, work, shop and have fun.



Phil Singeris



Canny connoisseur

Audrey Weaver has some very good reasons to smile.

Not only do her customers tell her she has the coolest change room in town (an old bank vault), her shop, **Connoisseur Consignments**, has passed the first-year hurdle, the time most new businesses go under.

Come to 758 Dundas May 28 for her first anniversary sale.

Cold water wash

Clean and Green was cold and wet April 23. Thanks to the 30 hardy east enders who braved the elements, sweeping down Dundas Street from Adelaide to Egerton. Special thanks to our sponsors, including the Melody, C&C Variety and the Old East Village Hardware.

Yes, we're open!

There are some new kids on the block since our last newsletter.

Starting in East London's traditional gateway, the Lilley's Corners building, is **Baez Fashion Design**, 400 Adelaide Street. Olga Baez also teaches art, sewing, Latin American dance and English as a Second Language (incorporating art lessons into them).

Gifts and More is located in the Cairncross Building, 616 Dundas Street. Ralph Conty has everything from limited edition collectors' figurines to antique silver. Not all the beauty is on the shelves; just look at the tin ceiling, painted black with gold accents.

Looking to really quench your thirst? Pop into **Tropical Food and Groceries** at 636 Dundas and crack open a cold bottle of genuine Jamaican ginger beer. Angela Kyabaggu is one the few people in town specializing in African and West Indian food.

The Guildhouse, 663 Dundas, is our newest art gallery. BealArt teacher Tamara Moro has turned the former tinsmith's shop into a work of art itself.

The only Somali restaurant in town is the **Barwaaqo**. It's just a few doors down, at 670 Dundas. Owner Ali Aliawe opened in January, and says the restaurant's name means "faith."

Head east onto the next block and make a stop at **Fias**, a small café at 761 Dundas. Owner George Mastorakis serves up an all day breakfast, and his specials include Hungarian goulash, souvlaki and vegetarian pasta. If you want an espresso, he's your man.

My Green Garden, London's only lawn and garden health food store, is at 809 Dundas. Bev Wagar's specialty is environmentally friendly soil conditioners, plant fertilizers, and pest control. She also has a gardeners' lending library and weekly seminars.

Old East Village Hardware is at 1034 Dundas (across from Tim Hortons). Chris Reid provides everything from sump pumps to drywall compound to screen repairs. He also stocks specialty hardware for restoring heritage homes.

Pop in and say hello. Make them feel welcome!

Move it along, people

London Police Services will soon be distributing "No loitering" signs. If your business is being affected by sex trade workers, johns and drug dealers, contact Sergeant Lorna Bruce at 661-5861.

Bylaw issues

We'll let bygones be bygones if you'll let bylaws be bylaws.

We aren't the only ones who are concerned about garbage being put out too early, abandoned vehicles out back, smoking in restaurants and other issues.

Your customers are concerned, and so is the bylaw department. And if they're concerned, maybe you should be, too.

A big "thank you" to those who are keeping our strip neat and tidy. Everybody wins if it looks like we're open for business.

New faces at the BIA

Please welcome David Hall, who is working with us as a business recruiter. David has extensive experience in retail management, including Dufferin Mall, Galleria Mall and Covent Garden Market.

Michael Evens is here until January as our administrative assistant. He also has experience in technical support with several non-profit organizations.

Ted Town is our new business development coordinator. His background is in journalism, community development and fundraising.