

# Hamilton Road Business Association - September 28<sup>th</sup>, 2011 at 7pm in the Crouch Library meeting room

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Hi, this is Dan Bunt, President of the Hamilton Road Area Business Assoc.

We wanted to take a few moments of your time and explain some of the exciting initiatives that we are getting ready to take on, after our Annual General Meeting on Sept 28th at 7:00 PM in the Crouch Library on Hamilton Road.

This is a very crucial meeting for all business owners in the Hamilton Road Area to attend as well citizens who are interested in bettering the look, security and general well being of the Hamilton Road corridor.

We have a four stage plan one of which has already happened.

1. Street Pole Banners
2. Business Watch
3. Official Designation as a Business Improvement Area
4. Hamilton Road Tree Trunk Tour

To start with. the colourful Hamilton Road Area Banners are up once again this year. As most of you will have noticed, and this year we have printed them in alternating red and blue themes that I think, really make them stand out

Secondly, it is our intention to be the first Business Association in London to officially adopt the Business Watch concept in cooperation with Neighbourhood Watch. Not only will each of our members get these reflective "we report all suspicious activities to the police" sign but each of us will be linked directly via email and smart phone to a network designed to keep us aware of any law and order issues and police requests that come up. Wouldn't you like to know where the latest break-ins have occurred or the latest description, in real time, of the bad guys they are looking for?

Thirdly, it is our intention to prepare a comprehensive strategic plan including a budget and apply to the City of London for official recognition as a Business Improvement Area. This will provide us with the cash flow to do something significant to improve the business environment, along with the look and appearance of The Hamilton Road we can all become proud of once again. It will also act as a stepping stone to other initiatives that it will make sense for us to do going forward.

4. Lastly, and this is the most exciting part of this for some of us, we have been working with organizations like City of London, Tourism London, Thames Secondary School Co-op Program and an amazing group of local artists, and gotten the go ahead to make Hamilton Road the Tree Trunk Carving

Corridor of London. It is our intention to offer one of these amazing sculptures, customized to your business needs to any of our members who have the place to put one up. There is no need to cut down trees. We are going to recycle them. Your Tree Trunk Carving, like all the others, will become part of Tourism London's Official Tree Trunk Tour and pictures and descriptions will be published on the Tourism London Website.

It is crucial that we get as many business owners and managers out to this meeting on the 28th as possible, so that we can get your feedback and brief everyone on what has happened so far. There will be officials from the City of London in attendance along with representatives from the other Business Improvement Areas in London. Many of the tree trunk carvers will be in attendance, as well, and I have asked them to bring along samples of their work.

If we as a business community don't act now, we are all going to be left behind. Looking forward to meeting you at the Crouch Library on Sept 28th at 7:00.

Thank you.