



**Press Release
February 16, 2009**

DCI Annual General Meeting and Awards Presentations

Downtown Charlottetown Inc. (DCI) is a non-profit organization with the mandate to work with businesses to create and maintain a vibrant downtown through an established Business Improvement Area. Working with these businesses, DCI will focus on projects that will improve living and commerce in Downtown and rejuvenate the City core into an exciting place to live work and play – the centre of business, government, culture and entertainment.

The specific objectives for the association are:

1. To motivate and encourage business development
2. To promote and support urban residential living
3. To market downtown Charlottetown as a place to live, work and play
4. To represent property and business owners

DCI held it's annual General meeting Thursday, January 29th.
The following slate of directors was approved for 2009.

The 2009 DCI Board;

Scott MacKenzie	President
Tanya O'Brien	Vice President
Dave McInnis	Past President
Shaun MacIsaac	Secretary/Treasurer
Joe Dow	Director
Tanya O'Brien	Director
Debra Wellner	Director
Terry Allen	Director
Larry Jones	Director
Myrtle Jenkins Smith	Director
Ron Atkinson	City Representative

One of the highlights of the evening was the unveiling of the results from the DCI sponsored design Charrette focusing on University Avenue.

Downtown Charlottetown Inc. has developed an award(s) program to recognize exemplary contributions to our city by individuals and businesses within our Business Improvement Area. At this year's AGM Awards were presented in the categories;

Retailer of the year – Lori Kays, Beanz (presented by Debra Wellner)

The Retailer of the year should be well established in the community. The shop should have a clean, modern fascia and signage. The staff should be attentive, friendly and knowledgeable and display "Customer Service Excellence". They should make good use of local advertising promoting both the store and the downtown. Consideration is given to; the number of years in business, success over the years, community outreaches, youth mentoring, volunteering and supports for the downtown revitalization efforts.

Business Improvement of the Year – Peter Hyndman, Merchantman/ Gooners (presented by Terry Allen)

The Business Improvement of the Year award is judged on overall look, maintenance of property, improvement to community, inspiration to others and any other unique characteristics of the property. The property will have undergone significant and noticeable improvement to its exterior and/or interior. In a commercial business consideration is given to growth in business as depicted by increases in year-round employment as well.

DCI President's Award – Stan MacPherson (Presented by David McInnis)

The DCI President's Award is a category which responds to those potential recipients who fit in many categories and who have performed in the best interests of the BIA, City and its goals. It is given to a business or individual who has reached a milestone of being in business for many years. This person displays exceptional community spirit, volunteerism, mentoring or to a new entrepreneur.