



Liberty Village BIA 2019 Committee Structure

The Liberty Village BIA Board of Management has established a number of standing committees to advance the vision and mission of the LVBIA. These committees are comprised of board members and volunteers from the over 800 member businesses and are owners, operators and/or employees.

Advocacy

The Advocacy Committee is responsible for engaging with all levels of government, City departments and staff, as well as diverse stakeholders to move significant Liberty Village projects forward. These include the New Road, Master Plan, as well as infrastructure, traffic and transit improvements.

Animated Public Realm

The Animated Public Realm Committee [APR] is responsible for streetscape projects and the outdoor assets of the BIA - from landscaping the beautiful gardens of Linear Park and the King Beds to renowned Art Bench projects. APR strives to ensure Liberty Village is Green, Vibrant and Dynamic.

Events

The Events Committee is responsible for developing and organizing LVBIA member business events. These events focus on education, networking, the "Liberty Talks" speakers' series, and the annual "Give Me Liberty" street party.

Marketing

The Marketing Committee is responsible for the internal and external promotion and branding of Liberty Village and the BIA. With a strongly developed marketing and social media strategy across extensive platforms to a thriving Website, the LVBIA has emerged as an on-line presence leader. Included in committee initiatives are public and media relations.

Ambassador - Recruitment & Expansion

The Ambassador Committee has two diverse mandates: to engage the business owners, employees and property owners of Liberty Village to participate in the BIA and to build a strong base for volunteers, committees and the Board under the recruitment banner. Second is the Boundary Expansion to better reflect the growth of Liberty Village and to encompass businesses and properties in the area.

Retail & Restaurant

The Retail and Restaurant Committee is entrusted with engaging and promoting retail businesses in Liberty Village. With a growing and diversified base of retail stores, restaurants and cafes that serve local businesses and residents as well as attract visitors, the LVBIA provides promotional initiatives to assist them. Working in partnership with the LV Residents Association, the committee's mandate is to help market and grow the retail and restaurant business in the area.