

SPANN



Serving the communities of Britannia-Youngstown, Canora, Glenora, Glenwood, Grovenor and West Jasper Sherwood

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An email interview with Dr. Stephen Goodwin, edits by Justin Keats Renovating a previous auto body shop, Strive Spines' new location is spacious and welcoming!

Strive Spine & Sport (formerly known as Canora Chiropractic) has long been a familiar face on Stony Plain Road. With the move to a new local facility soon approaching, SPANN engaged with founder Dr. Stephen Goodwin to learn more about the upcoming move and the inspiration that motivates the Strive Family!

When did your office open? Are there any milestones of note?

We opened in July 2000, originally operating with a single Chiropractor and Massage Therapist. With time, space next door was leased to accommodate additional practitioners including Chiropractors, Massage Therapists, Physiotherapists, Acupuncturists and Physicians.

Was there a particular drive or calling that brought you to this vocation?

Dr. Goodwin's journey into Chiropractic was sparked by a back injury during Taekwondo training in Korea. Experiencing immediate relief through chiropractic manipulation inspired him to pursue a career in the field. His subsequent success as a National Champion and international medalist further solidified his belief in chiropractic treatment for maintaining overall body health.

What makes your business, and your relationship and philosophy with clients, unique?

Our clinic stands out for its patient-centred approach, collaborative efforts among practitioners, and advanced treatment modalities like DRX9000 Spinal Decompression Therapy and Shockwave Therapy. Gait analysis and custom prescription orthotics, precisely manufactured from 3D imaging, adds another layer of personalized care for our patients. The clinic is not merely a provider of services but a partner in each client's wellness journey. The team's passion and dedication to improving the overall well-being of their clients make us a unique and trusted resource in the community.

Enduring relationships, some spanning over two decades, underscore dedication to personalized care and our priority in establishing trustworthy connections within our practice. The team believes in tailoring treatments to individual needs, fostering open communication, and empowering clients to take an active role in their health. This personalized approach ensures that each client receives the care and attention necessary for their unique wellness goals. As my office manager likes to say, "Welcome to the Strive Family"!

Strive Spine & Sport
10118 158 Street | (780) 443-0300
www.strivespineandsport.com

Why move? What factors influenced choosing your new location?

We had been looking for a few years for a suitable location that would accommodate our current practitioners, allow for future growth, and offer adequate parking and accessibility off the beaten path of Valley Line West LRT construction. We were fortunate to find what we were looking for just nine blocks west from us, at 10118 158 Street, in what used to be the former FIX Auto Body buildings.

The new building offers almost 6700 sq ft of combined treatment areas and administrative space and offices. There are private treatment rooms and a large open Physiotherapy area with curtained off treatment beds and rehabilitation equipment. Patients will enjoy natural lighting through large west facing windows. Outside there is ample parking in front of the building and street. The new facility offers state-of-the-art treatment options and a welcoming environment designed to promote healing and relaxation.

With a focus on creating a modern and client-friendly space, Strive Spine and Sport aims to provide an enhanced experience for all those seeking wellness.

Continued on page 9

STAY TUNED FOR 2024!

Building a vibrant local economy involves action from all stakeholders in the community: Businesses, local residents, and everyone in-between! Take a look at some of the ideas we're cooking up to facilitate that connection in 2024!

SPRING

Save with Young Giant Big Bucks!

Watch for fresh new ways to save with \$3 Big Bucks in 2024!

Valentines Date Contest

Our Instagram contest will offer a draw for one of three themed date packages provided by local merchants!

SUMMER

Music in the Park

Starting in June, this new event brings eight weeks of music events localized in Butler Memorial Park on Wednesday evenings, 6-8pm!

3rd Annual Let's Get Physical:

Digital Contest and Evening Block Party

We're transforming this event into an evening block party celebrating the summer while shaking our stuff on the dance floor!

FREE Back-To-School Drive-In Movie Night!

Keep watch for our family-friendly event focused on enjoying the end of those long summer evenings as the new school year approaches!

FALL

SPRBA's Annual General Meeting

Our review of the fiscal year, proposed annual budget, and discussion of our advocacy for members in 2025!

Dining Week on SPR!

Bring your friends and join us on a culinary adventure exploring the great food and sights of SPR - A whole week of gastric love!

WINTER

Small Business Saturday Contest

Tell us your shopping plans to support local small businesses, and win one of three prizes of \$100 towards your big purchase!

2024 Holiday Gift Guide

Keep watch for our festive guide for all your Holiday shopping needs on Stony Plain Road!

Light Up The Park @ Butler Memorial Park

Join us as we activate this park space with lights for the winter season! Entertainment, hot treats to beat the cold, and more!

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www.stonyplainroad.com

www.rallyfortheroad.com

With over 550 local businesses, there's something for everyone along Stony Plain Road!

Check out our 2023 holiday gift guide for great local gift ideas!



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www.stonyplainroad.com/sprs-2023-holiday-gift-guide



Connection: It's What We Need

Justin Keats, Editor

As 2023 draws to a close and the possibilities of 2024 beckon, it's important to take stock of where we are, what we are doing, and the impacts of the world on those around us. Many of us, unfortunately, are stressed - economically, emotionally, perhaps even existentially - with dramatic world events overlapping that take no heed to what came before them. Since 2019 we have collectively experienced a number of unique world events: COVID-19, the resulting economic insecurity and issues in producing goods, significant rises in inflation, increasing conflict across the world, and seemingly unending disruption to weather patterns and seasonal norms that we depend on. Personally, it reminds me of the trials experienced by previous generations, those who had to deal with even harsher conditions under the spectre of global war.

Which makes the theme of this issue ever more important: Connection. The ties that bind us together are paramount to how we see the world around us, and there are so many of them around us.



Justin Keats

Take for instance the placemaking initiatives of We Belong in Jasper Place, fostered by individuals who recognize a community is something that is built and maintained. Our connection to local shops is also represented in our urban infrastructure; with the temporary re-opening of three intersections on Stony Plain Road, local businesses are already reporting more customers and walking traffic, which in turn allows them better stability which serves the community. SPRBA's second annual Light Up the Park event further emphasized how important connection is for community, for all communities, having personally met members of the Arab, Jewish, and Ukrainian diaspora present with their families and friends, intent on celebrating our commonality.

Since taking on the role of editor in Spring of 2022, I have worked to better represent the businesses of Stony Plain Road in our publication, as they are essential to the fabric of the community economy. I look forward to 2024, and equal effort in tying the work of local community leaders and organizations into the fabric of our newspaper, for the better connectedness of all.

Stony Plain Road and Area News Network

FREE

SPANN

Serving the communities of Britannia-Youngstown, Canora, Glenora, Glenwood, Grovenor, and West Jasper Sherwood

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Editor: Justin Keats.

Contributors: Caitlind Brown, Andrew Knack, Deanna Eng, Stephen Goodwin, Sarah Hoffman, Lindsay Humber, Todd Janes, Justin Keats, Paula E. Kirman, Nicola Lapp, Howard Lawrence, Deckla Lindgren, Lori Sigurdson.


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SPANN is published by the Stony Plain Road Business Association.

It is a print and online communications platform intended to connect communities and enhance a sense of place. It seeks to engage area stakeholders (residents, business owners, and agency representatives) with news and information about the area in a way that positively presents Stony Plain Road/Jasper Place as a location that is desirable to live, work, attend events, dine, and shop.

The opinions expressed in SPANN are those of the people named as the authors of the articles, and do not necessarily reflect those of the Stony Plain Road BA. Any submissions may be subject to editing for length and suitability.



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2023 Was a Year of Growth

Todd Janes, Executive Director, SPRBA

This issue of SPANN offers a time to reflect on spending your winter days (inside, under a blanket with a sweater and the lights on), providing articles and opportunities for you to rest, reflect, and re-engage in making your best life.

At SPRBA we are also using this time to reflect on the many great things we have accomplished this year. We grew by over 40 businesses within the 30-some blocks of our BIA, with some great campaigns and events. For me, this is the beginning of four years with this organization, and watching some of our strategic work come alive and events gain traction is great to see. We had significant increases in attendance, scope, and partnerships with our events. Our free movie event at Mayfield Common had over 500 in attendance, and our Light Up the Park holiday event with 100. Events like these create a greater sense of place and community and belonging of residents, workers, and people who come to our area to spend time in and around Stony Plain Road. We have seen sizable returns and engagement with our community currency



Todd Janes

Big Bucks, building a network of connected community businesses via district marketing. We have worked to create tools to help reduce the negative impacts of LRT Valley Line construction during this time with rallyfortheroad.com, and our very first annual Holiday Gift Guide to promote businesses during a very difficult time for consumers, where your hard-earned and limited dollars can be spent on quality products and services.

I also want to share with you about www.welbelonginjasperplace.ca. This fall we launched a microgrant for groups, businesses and individuals to realize a project that amplified a sense of belonging within the larger community that intersects with Stony Plain Road and submit for a potential grant. We were pleased to receive over 20 applications for these start up grants of up to \$5,000 each. As you are reading this, a review panel is examining these projects and hopefully we will be able to fund up to ten. Projects that include the following will be prioritized:

- Projects that enhance or magnify a sense of belonging for a variety of people or groups
- Include an anti-racism or diversity approach

- Expand the scope of welcoming and/or connecting people in Jasper Place
 - Target high needs community members or community members struggling to feel like they belong in Jasper Place.
- We believe that as we enhance a sense of belonging for individuals and groups, this will also work to support safer communities and connectedness within Jasper Place, and towards reducing incidents of social isolation and public mischief. We all have a stake in building a stronger and more vibrant community. Please follow us or check out the website when we will be announcing these winning projects in January 2024.
- We are ramping up this work and a number of initiatives that are authentic, intensional, and meaningful within west-central Edmonton and we hope to help build a vibrant community of connected residents and businesses. 2024 will help support our communities with greater placemaking, targeted marketing, and projects that build a strong connected community to live, work and play in with dignity and excitement.

Stay tuned for an exciting year!
Todd Janes, Executive Director
Stony Plain Road Business Association

News From the Ledge:

Connection Makes It Happen



MLA Lori Sigurdson
Member for
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Butler Memorial Park was filled with singers, performers, business owners, residents, and not to mention a few politicians too! Warm treats were served free of charge by local businesses, with Ch. Cafeteria providing tasty hot chocolate and Aachys Chettinad Dosa And Curry Palace offering two delicious soups! It was a joyful

As we move into the colder winter months, our connection with one another is more important than ever. Going for a stroll, shopping at our local businesses, and generally getting from here to there becomes more difficult. Regardless, the effort we make to do these things, provides us with connection. Connection benefits us and it benefits those we connect with.

Recently, The Stony Plain Business Association celebrated its second annual Light Up the Park.

gathering welcoming the darkening days with connection and light. The therapeutic benefits of connection are well known. We know people who have robust social networks live longer than those who don't. We also know that both our physical and mental health benefit from our cumulative connections. And we know that connecting with others can be a lot of fun. This was all evident at the Light Up the Park event! Connection becomes even more important when we are going through difficulties. When you have a compassionate listener by your side, challenges are less overwhelming. Knowing we are not alone goes a long way to surmounting life's hurdles. Many of you have connected with us to discuss your retirement security. The UCP's proposal to create an Alberta Pension Plan has a lot of us concerned about stability for the future. The Canada Pension Plan has served Canadians well. It has provided a stable, reliable and secure pension for Canadians for decades. Connection to Canadians, regardless of the province they live in, is important to our constituents. We have heard concerns that if the UCP pulls out of the CPP, it will weaken the national fund for others. Our constituents do not want this. They feel affinity and connection with other Canadians

and don't want their retirement security to be jeopardized. As well, Albertans we have heard from have overwhelmingly said they want to stay invested in the CPP. Our public survey indicates that over 90% of respondents do not want to exit our national pension plan. As your elected representatives, we want to hear from you about this important issue. To facilitate this, we are hosting a series of in-person town halls across the province. If you would like to attend and share your thoughts and concerns on this important issue, we invite you to do so. Please go to our website to look for dates and times: www.albertasfuture.ca/event-registration/cpp-townhall2 All the best to you and your loved ones this holiday season! May you have time to relax and connect.



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BOISSONNAULT



Member of
Parliament/Député
Edmonton Centre



Merry Christmas

HAPPY NEW YEAR

Tel/Tél: 780-442-1888

Email/ Courriel: Randy.Boissonnault@parl.gc.ca

 **@R_Boissonnault** **/R.Boissonnault**

Proposed Property Tax Break For Businesses Impacted by LRT Construction

Councillor Andrew Knack



Andrew Knack

In October 2023, I brought forward a motion for Council to explore a financial assistance program for businesses impacted by Valley Line West LRT construction. As we know, the project has deeply impacted some businesses on Stony Plain Road, and I have heard the passionate concerns that community members have brought to my attention on this particular matter. What the new proposal would do is entrench any future financial aid to businesses in the form of property-tax forgiveness, with a need for businesses to demonstrate their losses over time. This property-tax forgiveness mechanism would be capped at 50 per cent through the construction years, with funds going to the business owners directly, not their landlords. Businesses that boom after construction has been completed — where revenues increase by more than 15 per cent — would be required to repay some of the forgiven tax money back.

This proposal is looking to provide an extra layer of support that would help keep Stony Plain Road area businesses thriving as part of our broader community. City Administration has been asked to prepare a report on the feasibility of the motion and what it would look like in practice. This report will likely come back to Council in February, and I encourage everyone to register to speak to the report and to your business needs and concerns when it comes to Council. Your voice in such matters helps guide policy and action. I wish you all a very safe and happy holiday season, and a great remainder of 2023. I look forward to continuing to work with you in 2024 to keep making the Stony Plain Road area a thriving and successful part of our community.

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Instagram/Twitter: [@AndrewKnack](https://www.instagram.com/AndrewKnack)

We Belong In Jasper Place Grant Applications Closed

Lindsay Humber

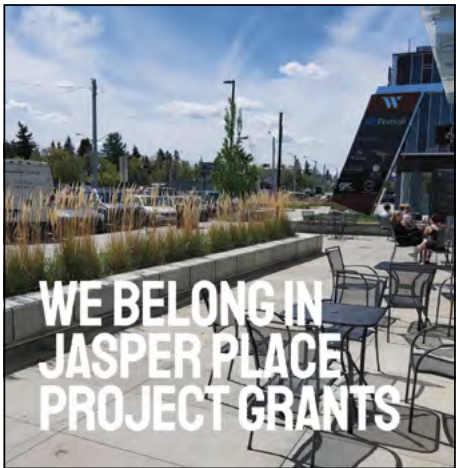
The project team at We Belong in Jasper Place wants to thank all the community members who submitted applications to the Projects for Belonging Grant Program. We have received a diverse and wide range of applications from different members of the community. Proposal applicants ranged from community leagues, to businesses and community groups. We are hopeful that these ideas will have a wide range of impact, strengthening belonging for many different groups in Jasper Place.

We are excited to proceed with next steps in diving deeper into these proposals. A proposal review committee made up of Jasper Place community members will be tasked with reviewing the proposals and selecting which projects to fund. We hope to have this decision made

by the end of the year. Please stay tuned to learn more about what's to come!

If you have any questions about the Projects for Belonging Grant Program you can contact either Lindsay Humber at hello@lindsayhumber.ca or Todd Janes at director@stonyplainroad.com.

To learn more about the We Belong in Jasper Place project, visit <https://webelonginjasperplace.ca>



Loneliness: An Epidemic Worth Fighting

Howard Lawrence

Last May, U.S. Surgeon General Dr. Vivek Murthy released an Advisory titled *Our Epidemic of Loneliness and Isolation*. The document drew attention to the fact that Western society currently suffers from a community crisis of isolation. The rapid pace of life and the fact that people spend less time in person with others than they did two decades ago have contributed to this epidemic. Loneliness, like hunger, is how we are awakened to a need, whether for food or personal connection.

To address loneliness, the concept of neighbourliness reminds us of the often forgotten and neglected practice of connecting with our neighbours. Living within walking distance of so many households makes it possible to create meaningful social connections right where we live, drastically improving our "personal wellness".

While building community in neighbourhoods takes advantage of proximity, these local community connections are also meaningful because they have an intrinsic set of responsibilities. We are familiar with the phrase, "It takes a village to raise a child". Still, historically, the village also had further obligations

to look out for each other's safety, to care in times of need, to welcome newcomers, and just to be there when a neighbour needed a cup of sugar or a couple of eggs.

While cities worldwide are contending with the "loneliness epidemic", the City of Edmonton has a Strategic Plan called CONNECT(ED)MONTON. This plan has some surprising things that speak to initiatives such as SPRBA's We Belong in Jasper Place. For example, the first strategic goal in the plan is Healthy City, which offers four indicator categories for monitoring change:

- Community Wellness
- Neighbourly
- Equity
- Personal Wellness

CONNECT(ED)MONTON presents the municipal direction to identify those indicators by connecting locally with our neighbours, on our streets and blocks, to build the kind of healthy city we all want to live in.

If you want to learn more, visit edmonton.ca/keepneighbouring

For more information, visit: edmonton.ca/sites/default/files/public-files/documents/ConnectEdmonton_Book_Web.pdf

Play It By Ear: Connecting Over the Telephone

Caitling r.c. Brown

Co-Artist with Wayne Garrett
<https://www.earplay.ca>

In early 2020, we began designing a new "discoverable" public artwork for Butler Memorial Park. We'd been researching West Jasper Place, and thinking about the many people who find their home here – from all different backgrounds and situations. We thought about the park itself, sandwiched between a historic Alberta Government Telephones (AGT) building and a brand new Edmonton transit hub. We were already daydreaming about connections (and missed connections) when the pandemic struck.

Remember the beginning of COVID, when everything was uncertain? I remember calling my then 95 year old grandmother, Ro Skulsky, on the telephone, praying I'd get to see her again in person someday. When she was in her 20s, Ro worked in Edmonton as a telephone operator for AGT in a building not unlike the brick building on Stony Plain Road. Her job was connecting people, sometimes neighbour to neighbour, sometimes across vast distances. When

the lines weren't busy, she'd chat with operators far away, in other countries or even Europe. Ro grew up in a mining town in the Albertan Rockies. This would have been her first experience speaking with people so far away. I like to imagine that it changed her view of the world, of how much closer we could be, given more space and time for conversations.

It's this hope that guides Play It By Ear, our sound-based artwork in Butler Memorial Park. 13 brightly coloured telephones are connected by looping landlines on the pavement. It works like a closed circuit walkie-talkie system: if you pick up the yellow phone, the other yellow phone will ring, and so on. If you're lucky, someone will answer your call and you'll have a conversation with a stranger. If nobody picks up, wait a few rings, and you'll be connected to an answering machine, where you can leave a message after the tone. In a few months, we'll collect your messages and re-edit them into new voicemails to be heard on the phones in the future.



This October, we celebrated my Grama's 98th Birthday – in person, with pie. I called before I came over.

Canora Park Watch

By Deckla Lindgren

Canora Park Watch is a citizen-based volunteer group focused on activating the local St. Anne Park and 149 Street Walkway with family-friendly events, encouraging all residents to come out and enjoy our lovely park! We have been doing this since 2007, and have hosted many free and wonderful events. We are looking forward to reconnecting with old friends and neighbours and making new ones in 2024.

Canora Park Watch had a busy 2023. We started off with our Annual Easter Egg Hunt in April and ended up with our Annual Meet the Police evening in September. All of the events, including our Mini Carnival in May and our Scavenger Hunt in September, were all very well attended and enjoyed. We are looking to start off 2024 with our Easter Egg Hunt on March 30th. Keep an eye open for our colourful flyers that are delivered door to door in Canora!

We would like to thank the many City of Edmonton employees who have come out to join us, from Councillor Andrew Knack to our local Neighbourhood Resource Coordinator. A special Thank You to all of the Stony Plain Road "Beat" patrols for their assistance and cooperation.

Canora Park Watch would like to take this opportunity to wish everyone a very Happy, Healthy, and Safe Holiday Season. Looking forward to seeing you in 2024.

We are always looking for new volunteers; if this is something you would like to get involved with, please contact me at jatec2002@telus.net

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On Friday, November 17th, the Stony Plain Road Business Association activated Butler Memorial Park with lights and activities. With over 100 people attending, it was a wonderful testament to how placemaking and specifically lighting can transform an area for the better. Our community event kicked off the holiday season with a bustle of laughter and conversation, while the weather was so delightful that people even wore shorts - a stark contrast from the previous year when the temperature was below -30 with wind chill! And don't worry, we had SPRBA-branded toques available for everyone, just in case!

Thank you to our entertainment providers Hula Hoop Circus and Pinwheel Productions; acapella barbershop singers Gateway Chorus; speakers Councillor Andrew Knack, MLA Lori Sigurdson and Executive Director Todd Janes. Additional thanks to ch. Cafeteria for providing hot chocolate, and two tasty soups made available from Aachy's Chettinad Dosa and Curry Palace!

This park, located at 15715 Stony Plain Rd, has undergone several transformations over the years, with a renovation that flattened the park to ensure clear sight lines from both Stony Plain Road and 100A Avenue, additional lighting, landscaping, and a small stage area for performances and gatherings. This summer also saw the installation of an interactive sound sculpture called Play It By Ear, by Caitlind R. Brown and Wayne Garrett, inviting the neighbourhood to talk to and engage itself.

Page 6: Edmonton Police Service Beats Team members, SPRBA Board members, entertainers, and local residents made up some of the over 100 people at Light Up the Park in Butler Memorial Park on 17 November, 2023.

Page 7 (clockwise from left):

1) Councillor Andrew Knack, Ward Nakota Isga, City of Edmonton; Todd Janes, Executive Director, SPRBA; and MLA Lori Sigurdson, MLA Edmonton Riverview at Light Up the Park. 2) Residents enjoy various carols from Gateway Chorus 3) Butler Memorial Park was bustling with activity, noise, and smiles!



Keep Active This Winter: *Indoors or Out!*



View south from Evan's Lookout, close to 135 Street and Ravine Drive, one of the many scenic points along Edmonton's River Valley accessible from MacKinnon Ravine.

Deanna Eng and Justin Keats

With the winter months upon us, many Edmontonians are preparing for the dark days ahead as our little blue planet extends to the furthest reaches of its orbit around the sun. Waking up in the dark, and traveling to and from work in it for weeks on end, can sometimes start to normalize a disconnect from the broader world around us. Take a look at some of these options to shake things up this season as we patiently await those longer and brighter days!

Low Impact Outdoor Activities

The City of Edmonton has taken steps to change the way that we view winter with initiatives such as WinterCity Edmonton, which has “...drawn Edmontonians together to make winter more vibrant and exciting, and to fully embrace our winter spirit.” (www.wintercityedmonton.ca/about/). With a host of resources, it's a great starting point for ways to stay active this winter season! And, with El Niño expected to make this winter season mild, the next few months are the perfect time to start being and staying active.

Nature Hikes

Explore what nature is offering right in your backyard! The MacKinnon Ravine has an entrance along Summit Drive east of 149th Street. Meandering through the southern portion of the neighbourhoods of Grovenor and Glenora, the ravine is a great hike along paved paths, taking you directly into the heart of Edmonton's expansive river valley network.

Urban Walks

Bundle up the kids for an urban walk down Candy Cane Lane, located along 148th Street in between 99 Avenue and 92 Avenue. Grab a hot chocolate or warm drink from a local cafe and enjoy the magic of a fun holiday-themed walk. Also, you can try building new connections and meet fellow walking enthusiasts by joining or starting a walking group within your neighbourhood.

Photography

Whether using your tablet or phone, or investing in a camera for your adventures, winter photography is another great way to stay active outdoors during the season. From capturing that golden hour photo or painting with light in the dark, there are many different ways to enjoy and explore photography. Check out deals on gear from local Stony Plain Road stores such as London Drugs (14951 Stony Plain Rd), Shoppers Drug Mart (10116 150 St NW), and the various pawn stores in the area. Don't forget to frame your magical winter images at The Gilded Rabbit Art and Framing (10104 149 St NW)!

Birdwatching

Immerse yourself in nature by engaging in winter birdwatching! Consider purchasing some binoculars from London Drugs (14951 Stony Plain Rd), and layer up with warm winter gear from a variety of stores such as Winners (326 Mayfield Common) or Princess and the Pea (10059 166 St NW). And don't forget, birds shouldn't be eating bread - Get some proper wild bird seed at any of the various pet stores across Stony Plain Road for your next visit at the park or ravine!

Outdoor Sports Activities

Snowshoeing

Did you know that snowshoeing is permitted in any city park? This winter sport is a great way to stay active, with a number of stores offering rentals in the city with both hourly and daily rates - Try searching “snowshoe rentals Edmonton” in a search engine to get started, or check out Mud Sweat and Gears (15007 Stony Plain Rd) if you want to invest in a pair of your own!

Winter Cycling Expeditions

While cycling is more traditionally seen as a summer sport, with the right gear it can be enjoyed all year long. Two great shops are located right in the neighbourhood for all your winter cycling needs; Mud Sweat and Gears and Revolution Cycle (15103 Stony Plain Rd). Both locations can also point you in the direction of local cycling groups!

Ice Skating

With six community leagues located within the SPANN area, be sure to visit your local ice rink to enjoy this classic winter activity!. Also, throughout Edmonton are a variety of different outdoor ice rinks (edmonton.ca/skating/). Don't own skates? There are a few rinks located in the city with skate rentals available, and be sure to visit stores such as Value Village and local pawn stores for potential cost-effective options.

Cross Country Skiing

Another great winter activity! Check out Pacesetters Ski Shoppe (10054 167 St NW) for equipment to keep you ready for your next weekend adventure. You can also try stopping by at some of the local pawn shops in the area to check their inventory, and Mud Sweat and Gears is also a candidate as well! edmonton.ca/skitrails/

Indoor Activities

Maybe for you, the key to shaking up the potential monotony of this winter season is finding indoor destinations to travel to and enjoy! Take a peek at some alternative options to shake things up indoors!

Pub Night

Remember, pubs aren't just for libations. In the United Kingdom, pubs are a central place to socialize and connect with your neighbours! Try your hands at a few rounds of darts at Rendezvous Pub (10108 149 St), watch a game with others at Brado's Pizza and Sports Lounge (15648 Stony Plain Rd), or check out the sights and sounds at El Corazon YEG (150-14101 West Block Dr) or The Leopard (170-14055 West Block Dr) while exploring tasty food and drink creations. Don't forget to work on your form this winter - Make sure to check out Longshotz Golf (15117 Stony Plain Rd)!



Game Night

Enjoy an evening of fun and connection through a game night with friends and/or family. Not sure where to start? Authentic Dungeons (10041 166 St NW) has you covered for all your role playing tabletop gaming needs! On a budget? Be sure to stop by Value Village (204 Mayfield Common) to check out a large collection of used puzzles and boardgames!

DIY Craft Night

Flex your own neurons and work out that imagination by organizing a craft night at home with friends! The Gilded Rabbit Art and Framing (10104 149 St NW) is your number one stop for all things art, while locations like Dollarama (15061a Stony Plain Rd) offer a variety of low-cost options for a variety of projects. Check out Bead World Inc (10150 156 St NW) and feast your eyes on the various gemstones and catch the beading bug!

Neo Juicery: Setting the Bar High and Eyes on the Horizon

Justin Keats

Tucked around the eastern corner of Revolution Square at 10062 151 St NW, Neo Juicery offers a variety of healthy and delicious cold-pressed organic juices and elixirs. We reached out to co-founder Kareema Batal to learn more about this unique shop and the impact it has had on Stony Plain Road.

Kareema and her partner Ala saw an opportunity to push boundaries with their business concept of cold-pressed juice products, something not readily available in Edmonton. Starting in 2017, they created a home delivery service as a part-time endeavor to test the market. With its success, it was time to set up shop in a brick



Ala and Kareema, Owners

and mortar location: “We wanted to be able to deliver across YEG,

being central but not ‘downtown central’,” says Kareema, with Stony Plain Road being “... super central, [offering] lots of parking and lots of space.” Their shop has provided the opportunity to centralize their delivery services while being located within an established shopping area. With food and beverage merchants finding it harder to set up and be successful in malls today, “SPR allows us to exist where families and people who want to go to such places can,” says Kareema.

While the Valley Line West LRT promises to dramatically change the neighbourhood, Kareema is watching carefully, believing that the increased population density it will bring will benefit Neo Juicery and the entire area - More families simply equal more customers. While construction along the route has brought its share of challenges, Kareema notes that they have relied on their home delivery service to offset the slower and inconsistent store traffic since the start of the construction. Despite the construction, Neo Juicery has seen growth in its customer base, meeting new customers daily in store and online. This may be due

to normalizing consumer habits in the aftermath of COVID 19, or part of the name Neo Juicery has made for itself, but the influx “... allows (sic) us to create some variety in our options and value in our services” for customers.

In terms of new businesses popping up and adding to the local markets’ variety, Kareema is motivated to contribute to Stony Plain Roads’ evolution. “If people see we can contribute, maybe others will,” she says. “Our hypothesis while building this space was ‘if we build it, we believe they will come’”. She points to the new King of Tarts next door as a prime example. In her eyes, the catalyst for change on Stony Plain Road begins with the lure of an established, strong customer base that attracts additional businesses.

Neo Juicery has made a name for itself on Stony Plain Road with dozens of juice products, a convenient delivery service, and the promise of fresh and delicious organic nutrition. If future merchants show half of the passion Kareema and Ala place in their products and services, the future is indeed bright for SPR.

Why Connection With Customers is Important

Nicola Lapp, owner of TwinFlower Studios

Connecting with my customers is important because it builds trust and a sense of community. When people feel heard and seen, they recognize that there is more to the relationship than a surface level transaction. When I build connections with my customers, I want them to feel empowered and appreciated. I wouldn’t be in business without the amazing people that choose to support my life’s work. By getting to know my clients on a deeper level and learning what their wants and needs are, I am better equipped to provide them with outstanding products and services. When a customer feels welcomed into your business, that person will refer you to just about everyone they meet. The connection begins to grow in your community, and from that point on, you’ve created a family.

Our community in Edmonton is incredibly diverse with a variety of needs. People are busier than ever, and finding unique ways to reach out to my community has become an integral part of my business. When thinking about what my client’s needs are, I think of the Three C’s: connection, convenience, and credibility. While I can build connections through face-to-face interactions, I can also build connections through social media and my website by explaining who I am and what I do best. I build convenience by offering my clients a variety of ways to order - they can visit my store, speak to us over the phone, shop online through my website, or order through Uber Eats and Skip the Dishes. I build credibility by partnering with other local businesses and joining networking groups, so I’m showing up publicly and building connections outside of my business sphere.

The Most Important Person This Valentine’s Day Is... You!

Todd Janes

The period before Valentine's Day, while being a less-commercialized time, is also notable for another reason. First published in a 2005 press release, UK travel company Sky Travel quoted Blue Monday (typically the third Monday of the month of January) as the most depressing day of the year. Depression can affect people at different ages, and of all incomes and ethnic backgrounds. Since this issue of SPANN offers perspectives about connection, I feel it is important to talk about issues like social isolation and loneliness. We all suffer at times when we are feeling low or missing connections with friends, loved ones and colleagues, specifically after the holidays.

So this year I want to suggest some different approaches to Valentine’s Day - I want to focus on the single people; cue that Beyonce music! Like many quasi holidays that have become commercialized, Valentine’s Day can affect your psyche - especially if you are not in a

full-on Hallmark relationship. In 2024, make plans to pamper the most important person in your life - YOU!

So let’s think and plan for your day and some significant self love. Maybe you can take the full day off, or at least start your day later and enjoy a yummy breakfast out. I would imagine the restaurants and cafes will be less busy in the morning as people plan for romantic dinners, so try and treat yourself to a full breakfast at nearby Hap’s Hungry House, Ricky’s All Day Grill, or Cafe Rista. Or, sit back and enjoy some coffee beverages and yummy food: Perhaps a pastry and latte from Square 1 Coffee. Plan to pamper yourself with a facial or hot shave from Seven’s or Capone’s, or partake in a deep tissue massage from Bounce Right Back Massage. Then enjoy a great dinner at Pampa or El Corazon, where they will treat you like a new suitor.

Until then, look out for SPRBA’s upcoming Valentine’s Day Contest - Whether you are coupled or not, you (any maybe some lucky companion) deserve to be courted royally.

Strive Spine & Sport

Continued from page 1

What do you think are some of the significant challenges facing small businesses today?

Rising operational costs, adapting to digital technology, and securing adequate funding are some challenges that come to mind. Additionally, attracting and retaining talent and staying resilient in the face of economic uncertainties are ongoing concerns. Global events, like the COVID-19 pandemic, have further highlighted the need for flexibility and adaptability in the business landscape.

What would you like our readers to know?

For almost a quarter of a century Stony Plain Road has been home to our clinic. We feel privileged and honoured to have served the community during this time, and we look forward to serving for another quarter of a century and beyond!

In meeting Dr Goodwin, it quickly became apparent how passionate he is in advocating for the needs of his patients and how important it is to the community’s health in maintaining a local and accessible clinic! Check out their new location this December!

Connection: *Vital to Stony Plain Road*

Todd Janes

The Stony Plain Road Business Association works to build a destination mainstreet with a thriving local economy with inviting spaces that ensures residents and visitors feel that they belong. Our organization believes that everyone deserves access to vibrant neighbourhoods, and our vision supports businesses having accessible, safe, and walkable environments to operate profitable businesses.

This statement was crafted shortly after we launched our website and new branding in 2021, and it resonates today as I write about themes of connection in this edition. As a business association of over 550 businesses, the scope of our work has changed over the past three years and quite significantly in some respects. There have been societal changes that have negatively impacted the ease of running a business, but more importantly, our work is becoming more about placemaking and place management while not owning the place.

Connections and interactions are vital components at any time of community

development, and very much for economic development. Throughout the pandemic period this was emphasized - when we were forced to not gather, limit our personal interactions, and became dependent on video meetings, on-line ordering, and quick curbside pickups. It also punctuated that as consumers within neighborhoods a sense of belonging was so important and celebrated by all of us. It also allowed us to consider our economic power in choosing to support our local merchants and services - to help build the connected communities we wanted.

This still rings true when our dollars do not go as far as they used to when inflation and supply chain are still factors today. This sense of belonging, I believe, will become increasingly essential for all of us as we look towards having meaningful relationships with our business districts and especially for Stony Plain Road over the next three years as Valley Line West is being built. I would encourage you to help us create the spaces that will help us solidify existing and future communities. Over the past year over 40 new businesses have decided to call SPR home, and as our district evolves, so will more.

I would offer locales like ch. Cafeteria have become community assets for us all, and especially those who love coffee and chocolate. For me it is a solid community connector. I think this too of Square One Coffee in Westblock (who has opened a new location in Mayfield) and the fairly new King of Tarts at Revolution Square. In an area where we do not have a large amount of public gathering spaces cafes serve an incredible asset of community gathering and connections.

This is not me advocating for more coffee destinations, but to celebrate the important places where we can gather as small groups and connect with each other for low barrier interactions. These are places where we connect with things that are happening in our communities and with each other. There is much written and researched around coffee culture and the ability of these sites to bring people together, as cafes allow us moments to connect and plug in with one another while we also unplug and let ourselves relax.

Reach out and connect with me over a coffee. I would love to understand more about you and what community connections mean for you.

Todd Janes - director@stonyplainroad.com

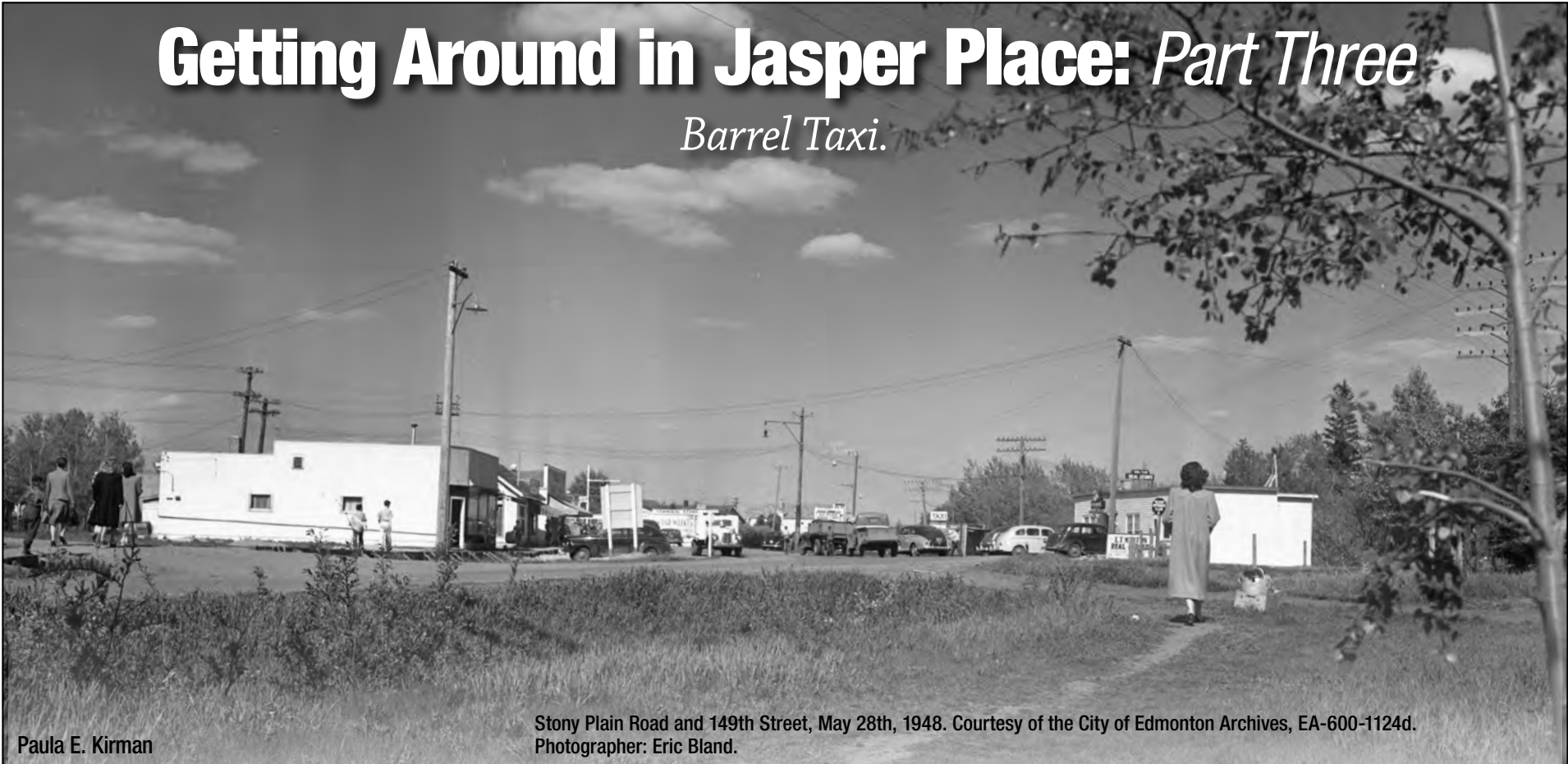


With winter on the way, Marigold Infrastructure Partners has temporarily paved and opened three intersections along Stony Plain Road at 151st, 153rd, and 154th Streets. This improvement is already being felt by numerous businesses, who report both an increased traffic flow from vehicles and pedestrians alike! This has been a welcome change to the area, as the better accessibility encourages walkability,

while allowing numerous customers to directly access the parking available at many businesses. Permanent sidewalks are currently slated to be installed in the spring of 2024, with roadwork completing on the south side of Stony Plain Road before construction swapping to the north. Make sure to take advantage of the new access, and stop by today!

Getting Around in Jasper Place: *Part Three*

Barrel Taxi.



Paula E. Kirman

Stony Plain Road and 149th Street, May 28th, 1948. Courtesy of the City of Edmonton Archives, EA-600-1124d. Photographer: Eric Bland.

Barrel Taxi got its start in 1947 or 1948 at 14901 Stony Plain Road when the area was still part of the Municipal District of Stony Plain and had not yet become a village or town. At that time, 149th Street was the eastern boundary of what was known as West Jasper Place, which was considered a rural community, but had many city-type problems such as the traffic jam depicted in the photo **1**.

Several people who worked for Barrel Taxi in its early days lived in or near Jasper Place. According to the Henderson’s Directory, there were four households associated with Barrel made up of people with the surnames of Saumer, Fretenburg, and two Gobles. They all lived in or very close to what became the Town of Jasper Place.

While cab drivers come and go, relying on the job temporarily before pursuing other career options, some Barrel drivers were in it for the long haul. James “Sloopy” Waikle had been driving for 34 years as of 1990, longer than anyone in the company at that time - including his boss. Back when Waikle started, a cab ride across the city cost \$1.80: the meter read 50 cents at the beginning of a ride, and then clocked 30 cents per mile. His career with Barrel began around 1956 after driving for another company for a while **2**.

Barrel Taxi was owned and managed by Ken Blazy for 40 years and built up a fleet of 100 cars. Blazy, who also owned Checker Cab, sold both taxi companies to Laidlaw Transit Ltd. in 1999. At that time, Laidlaw owned Yellow Cab, Prestige Cabs, Prestige Limousine, and Sky Shuttle Airport Service. Barrel was operated as a separate division of Yellow Cab, with a dedicated office in the west end and separate dispatch centre **3**.

The Cyre family lived in Jasper Place and several family members worked for Barrel Taxi. In an e-mail interview with the Jasper Place Community History Project (JPCHP), Roger Cyre described how his father used to drive several routes for Diamond Bus Lines. But later, after the company was no more, he began driving for Barrel Taxi. “He did it for a few years. I do remember a smashed up cab being in the back yard for a while. I think at least two of my uncles also drove for a few years. My aunt Peggy was dispatcher for a while, and I think one of my uncles as well.”

As late as 1965, just following Jasper Place’s amalgamation with Edmonton, the Henderson directory listed over 25 employees at Barrel Taxi, and about 75% of them lived in Jasper Place.

The recognizable green and white cars remain a fixture in the west end. Barrel Taxi is known

today as part of the Greater Edmonton Taxi Service, which traces its history back to 1945. The company includes eight taxi fleets in addition to a limo service and airport shuttle.

Did you live in Jasper Place prior to amalgamation? Did you use Diamond Bus Lines? We would love to learn about your memories. Send us your stories: jasperplacehistory@gmail.com

Paula E. Kirman is a freelance writer who grew up, and still lives, near the Jasper Place area.

References

- 1** “Many Problems Confront Jasper Place Community.” Edmonton Bulletin, Friday, May 28, 1948, p. 8.
- 2** “Cabbie’s meter still ticking after 38 years on the road.” Edmonton Examiner, Sunday, November 25, 1990.
- 3** “Laidlaw takes Barrel’s driving seat.” Edmonton Journal, Tuesday, November 16, 1999, p. 53.

An extended version of this article, featuring memories of Barrel Taxi by Jasper Place residents, will appear at the JHCHP’s website in the new year. The website is at: jasperplacehistory.org.

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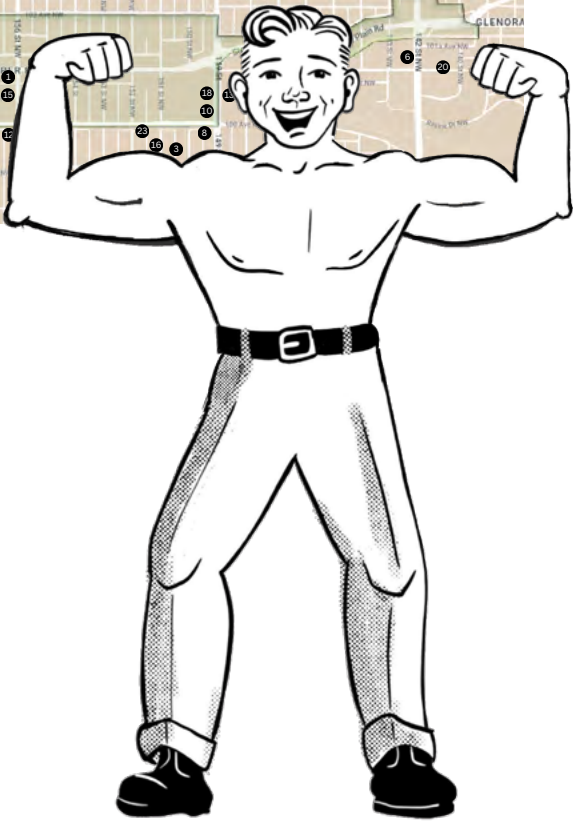
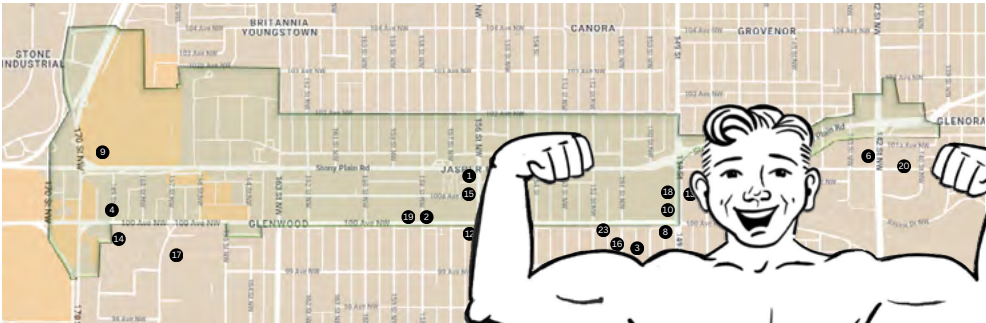
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14628 Stony Plain Rd | Ocean Odyssey Inland
10019 167 St NW |
| Cafe Rista
14213 103 Ave NW
(Westgrove Professional Building) | Rendezvous Pub 49
10108 149 Street |
| ch. cafeteria
14802 Stony Plain Rd | Ritualistics Tattoos & Piercings
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