



**DOWNTOWN
COURTENAY**

EXPERIENCE MORE

TREASURER

Mania Qumarsy
MNP

DIRECTORS

Alex Dunae
Tickit

Brody Abbot-Slater
The Mustard Lady

Daniel Sharratt
Gladstone Brewing

George Erler
Courtenay Cannabis

Heather Ney
Comox Valley Transition Society

Jorden Marshall
Hot Chocolates and
Cakebread Bakery

Stephanie Sharpe
Co-Valley Co-Working

Steve Stewart
Edible Island Whole Foods

EXECUTIVE DIRECTOR

Greg Chadwick
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February 20, 2026
Mayor and Council
City of Courtenay
830 Cliffe Avenue
Courtenay, BC V9N 2J8

Re: Downtown Courtenay BIA Letter of Support – Dementia-Inclusive Community Initiative

Dear Mayor and Council,

On behalf of the Downtown Courtenay Business Improvement Association (DCBIA), I am writing to express our strong support for the upcoming dementia-inclusion initiative led by Dr. Sakamoto and UVic's CARING Dementia Collaborative in partnership with Emily Carr University of Art and Design, the Comox Valley Healthcare Foundation, and Island Health

This project represents an important step toward building a more inclusive, compassionate, and accessible community for residents and visitors living with dementia, as well as for their families and caregivers. The educational booklet and in-business resources will provide our members with practical tools to better understand customer needs, reduce barriers to service, and foster welcoming environments throughout our downtown.

We are particularly encouraged by the April 7th "booth day" event at the Native Sons Hall, which will offer local business owners and staff an opportunity to learn directly from project partners. Initiatives like this strengthen our business community by equipping merchants with knowledge that enhances both customer experience and social responsibility.

The proposed month-long art installation along 5th Street—featuring double-sided lamppost flags, storefront window graphics, and bench installations—will animate our downtown while sharing hopeful messages and educational content. This thoughtful integration of public art and awareness aligns closely with the DCBIA's mandate to create a vibrant, welcoming, and people-centered downtown.

Courtenay's strength lies in its ability to blend economic vitality with community care. By supporting this initiative, the City reinforces its commitment to accessibility, dignity, and inclusion for all residents, while also helping local businesses adapt to the evolving needs of our population.

The DCBIA looks forward to collaborating in promoting this project and encouraging strong participation from our membership. We respectfully support the City's involvement in facilitating this meaningful initiative.

Thank you for your continued leadership in fostering a compassionate and inclusive Courtenay.

Sincerely,
Greg Chadwick
Executive Director
Downtown Courtenay Business Improvement Association