

Business/Real Estate

BIA for developers

By MARY LOUISE BIRKS
Times staff writer

About 70 members of the Streetsville Business Improvement Association (BIA) went to city hall last week to show their support for the quick release of residential lands in Streetsville East.

Although Mississauga is reserving its decision about which lands to release until after Sept. 10, the Streetsville merchants and business people were there in force to tell city councillors they need the business that development of Streetsville East would bring them.

The Streetsville East area is bounded by Britannia Road, Creditview Road, Eglinton Avenue and the Credit River. Landowners in the district include Nu-West Development Corporation, Longmoor Building Corporation, Markborough Properties and Shell Canada.

Fully developed, the Streetsville East community will double the Streetsville business district's existing market to more than 20,000 people. Because the Streetsville strip will be the main shopping and service area for Streetsville East residents, merchants eagerly await "the much needed boost" in business, said Streetsville BIA chairman Alison Camplin.

The BIA confidently support the release of Streetsville East land because the association has certain "promises" from the developers

that promote the group's primary objective — the preservation of the concept of "main street" Streetsville.

Worried about competition from enclosed shopping malls elsewhere in Mississauga, the BIA asked for and received the following considerations from Streetsville East developers.

- Wherever possible, the "Streetsville" name will be used in advertising and promotional material and the proximity of the Streetsville East community to the existing

village of Streetsville will be emphasized.

- The BIA will be asked to advise the developers on the development of Main Street as the main access to Streetsville.

- Where possible, the existing "small town" character of Streetsville should be retained in house design and architectural features.

- The proposed commercial site on Creditview Road in the Streetsville East community is intended for convenience shopping only and shouldn't conflict with the existing business section.

Agreement signed

S.B. McLaughlin Associates Ltd. has announced the signing of an agreement to sell to Fisons Ltd., a large British-based multinational corporation, a 50 per cent interest in the business and operating assets of Western Peat Moss Ltd., the wholly-owned subsidiary of McLaughlin with head office in Vancouver, B.C.

The jointly-owned company will trade under the name of Fisons-Western Peat Corporation. The transaction is subject to approval by the Canadian Foreign Investment Review Agency.

Western Peat retains ownership of other assets including approximately 6,100 acres of development lands at Delta, B.C.

Western Peat Moss Ltd. markets peat throughout North America and is the largest producer of sphagnum peat moss in North America with major production units, and over 12,000 acres of peatlands in British Columbia, Manitoba and New Brunswick. Sales for the year to Nov. 30, 1979, amounted to \$21,553,000, and the assets of the new joint venture company are valued at \$25 million.

At the closing of the transaction, expected to take place in October, Western Peat will receive a total of \$12,500,000 for the 50 per cent interest in Fisons-Western Peat Corporation.

New computers put on market

NCR Canada Ltd., 6865 Century Ave., has introduced the following models to its computer line-up:

- The I-8415 and I-8435 are systems designed to meet small to medium-sized interactive data processing needs with a step upwards in processing power from the previously released I-8200 family. The units offer a conversational approach to processing and may be operated as real-time, online or as batch processing systems.

- The new version of the Tran-Pro transaction processing monitor can be used with the NCR Virtual Resource Executive operating system. It can be used with all V-8455 and larger V-8000 series systems.

The unit is designed to perform many of the complex and time-consuming tasks involved in the processing of information in an online, real-time computer network.

- The three new models of the 8200 family of small business computers — the I-8231, I-8251 and I-8271 — are interactive multi-programming systems.

The 8200 family is part of the larger 8000 series of computers. NCR has announced the series will be expanded further with systems both larger and smaller than the current line.

Agency protects cottage owners

William Koeslag, a former member of the Peel Regional Police force, has started the Recreational Home Service Agency for cottage owners in the Muskoka Lakes district.

The agency is actually an association of recreational home owners in the area. Members can call to have prescreened, reliable tradespeople sent out to do repairs to docks, boathouses, plumbing and electrical

systems, porches, cottages and the like.

A member who isn't satisfied with the work may contact the agency, which will investigate.

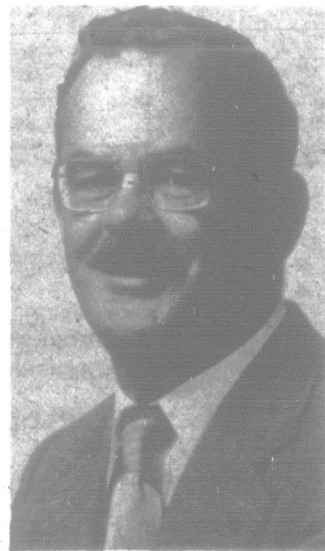
Membership costs \$35 in the first year and \$25 for each successive year.

Further information may be obtained by contacting Recreational Home Service Agency, 165 Manitoba St., Bracebridge, P.O. Box 100, telephone (705) 645-2250.

Local man is new manager

Claude Keast, of Mississauga, has been appointed Canadian service manager of Mack Canada Inc., 302 The East Mall.

Keast, who succeeds Thomas H. Ashberry, who has retired, has worked for the company for 22 years, having started his career as a mechanic in 1958.



Claude Keast

business briefs

Formatic set to move in

Formatic Inc. of Mississauga will move into its new plant on Westport Crescent in September. The 1,301 square-metre building will increase the size of Formatic's operation by 743 square metres.

Formatic is involved in custom metal fabricating and manufactures computer parts, x-ray machine parts, building products and wood-burning stoves.

Antique store will stay

The Shoppe for antiques will be allowed to operate at the northeast corner of Lakeshore and Cawthra Roads in Lakeview for another five years.

Owner N.F. Grebeldinger has been given permission by the city's committee of adjustment to continue the land use until 1985.

She will be allowed to store items incidental to the antique sales outdoors. The area is zoned automobile commercial, and the zoning bylaw does not permit retail sales or outdoor storage in such a zone.

In 1978, the committee first granted the variance to the bylaw. The approval was only for two years, remarked committee member John Keyser, because of uncertainty about the widening of Lakeshore Road in the area. The work has now been completed.



PETER MCCUBBER/THE TIMES

Gibson outside Square One office

Board of Trade keeps growing

By ALANA PERKINS
Times staff writer

The Mississauga City Board of Trade has come a long way in its four-year history but it still has a long way to go, says general manager Lois Gibson.

Gibson, who took over the post a year ago, has many plans for the future.

The board's Square One office, which it shares with the Motor Vehicle License Bureau, will be renovated to provide space for two more staff people who will join employee Jim Middleton in selling board memberships to Mississauga businesses.

Plans also call for a board room for meetings.

More than 700 corporate members and 1,000 individual members pay fees, according to the number of company employees, to belong to the Board of Trade. Members have the opportunity to make business contacts at the monthly meetings and social events, and employers have access to population figures, new laws and regulations, wages and salary trends, training seminars, a monthly newsletter, a dental and group insurance plan, a knowledgeable liaison to city hall, foreign markets and real estate and development companies. Gibson hopes a private business club with dining facilities and board rooms will be added eventually.

Newer and smaller companies seem to find a board membership particularly advantageous as shown by the August, 1980, statistics, which say 501 employers out of the total of 735 corporate members are companies with one to 10 employees.

"Small business really needs a helping hand," said Gibson, "compared to the more established companies in Mississauga. Making business contacts is vital for the newcomer. We have published a handy directory of business members. So everyone can be identified as a member... Any new employees looking to relocate can take advantage of the maps, brochures and accommodation pamphlets here."

Gibson, who reports to a 16-member board of directors headed by president David Doncaster, became general manager when the

Mississauga Board of Trade was experiencing severe financial trouble. The board had lost \$65,000 on a Trade Dollar promotion. Over 100,000 \$1 coins were minted, commemorating Port Credit, Streetsville, Toronto Township and Malton. Only 50,000 coins have been sold to date. Gibson, undaunted by the board's attitude that the promotion was an embarrassment best forgotten, is still convinced the coins will be collector's items and has suggested the board make pen and desk sets from them.

After realizing she had landed in a job which called for quick solutions to the board's financial woes, Gibson cut down on the office staff of the neighboring Motor Vehicle License Bureau, which provides revenue for the Board of Trade. This action has netted the board a 1980 profit of \$15,000, compared to 1979's profit of \$834. Gibson admits that the board will probably never get back the money it lost in the coin project but is optimistic that the increasing membership and the board's future projects will put it on a solid footing.

"I would like to see more seminars for the small businessmen in future and more chances for the students to meet the businessmen of the community," said Gibson.

Establishing more ties with city hall is another of Gibson's projects. She is considering a suggestion that a councillor or alderman should be elected to a position on the board to provide close contacts with city hall happenings.

Looking back at her year's work with the Mississauga City Board of Trade, Gibson says the only growing pains concerned the 10 committees, dealing with subjects ranging from public relations and finance to long-term planning and independent businesses.

"This is the first year we've had a slate full of committees. Progress has been slow. We want to give the committees some prestige so we asked people like Harold Shipp and Lou Parsons to be on the board, but they are all very busy with their own companies," said Gibson. "Maybe we'll have small businessmen on the committees next year. You learn as you go along."