

SDC ●●●  
DISTRICT  
CENTRAL

2022  
**acti  
vity**

REPORT



# 2022 highlights

## message from the chair of the board of directors and the executive director

### DO MORE. DO BETTER. TOGETHER. FOR THE BENEFIT OF THE ENTIRE COMMUNITY.

This sums up 2022 for the SDC District Central.

As a result of increased public funding, five years after laying the groundwork for the organization, the ideal budget of \$1.5 M was achieved this past year. As reflected in this annual report, the financial leeway gained has allowed for the development of new services for businesses, as well as significant advances in the redevelopment of the territory. Moreover, the organization's reach on the Montreal scene has never been greater.

First and foremost, to help solve the labour shortage challenges experienced by our members, new HR services were deployed. In keeping with the SDC's culture of cooperation, these services focus on strengthening ties with local employability resources and sharing best practices.

In the same spirit, the number of connections borne out of the Connector of Opportunities project has multiplied three-fold. The bridges built between the organizations are as varied as they are promising, whether it's in terms of production supply, finding suppliers, sharing expertise or funding.

The community's positive response to this type of initiative sets the stage for the establishment of a true short-circuit business district in the territory. The last twelve months have allowed the SDC to adopt a clear orientation on the matter. The objective is clear and is at the heart of the organization's new strategic objectives: to become the first short-circuit business district in Quebec.

Milestones have also been reached in the area of redevelopment. In particular, the development of a 5-year action plan for the territory's signature. This plan will make it possible to affirm the District's distinctive character by intervening in the built environment, landscaping, street furniture and signage, starting this year.

The SDC's influence in such important issues as the economic development of the borough and the development of the vacant lot on Louvain West, for which a residential function is in the process of being confirmed, is also evidence of significant progress.

Such momentum for growth brings with it opportunities, but also important challenges, including being able to count on the necessary human resources to support development. In this regard, the SDC is fortunate in having an expanded team of seasoned, mission-oriented and committed professionals to rely on. Without their contribution and entrepreneurial edge, none of the achievements of 2022 would have been possible, and for which we would like to express our gratitude.

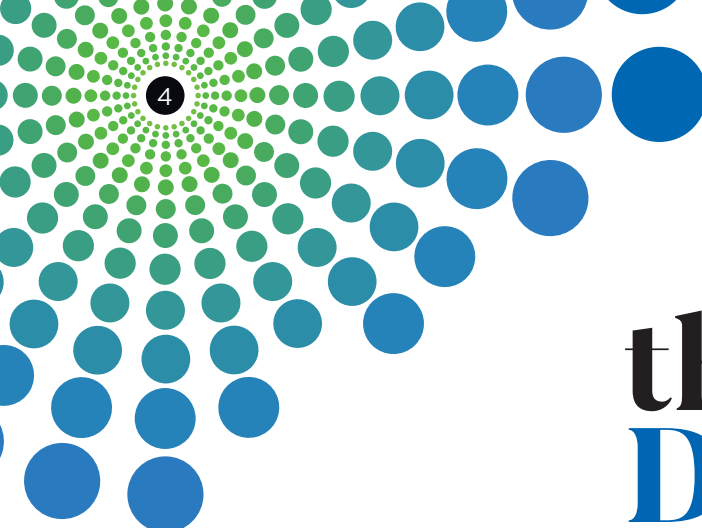
Having a stable and resilient board of directors has also helped to go beyond expected limits. Staying the course in times of great development is an art. The members of the Board of Directors have demonstrated the leadership necessary to achieve this. Their contribution is invaluable. It demonstrates beyond any doubt the ability of the private sector to bring about change and mobilize an entire community around common goals.



**Delia De Gasperis, CPA, CA**  
Chair of the Board  
of Directors



**H el ene Veilleux**  
Executive Director



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# the District Central

**3 km<sup>2</sup>**  
of territory

**\$1.5B**  
in total value  
of non-residential  
buildings

**4<sup>th</sup>**  
largest employment  
hub in Montreal

**25,000**  
workers and potential  
to accommodate  
up to  
40,000 workers

**3**  
business pillars:  
design, technology  
and urban  
manufacturing

**2,060**  
businesses

**320**  
non-residential  
properties

**25 million**  
sq. ft. of commercial  
and office space

**\$3M**  
in private money  
invested in outreach,  
animation and  
development of the  
neighbourhood

## one mission

Breathe new life into this legendary quarter, make it shine on a broader stage and propel it to very top of Montréal's economic landscape.

## highlights of 2022

- Launch of the new HR Services project for businesses
- Implementation of the first collaborative circles
- Hosting of Montreal Fashion Week activities
- 2<sup>nd</sup> edition of the District e-commerce contest
- Leaders in Sustainable Mobility Awards - the SDC receives the Fédérateur award
- Inauguration of the new mural at 9200 Meilleur
- Real estate event, District Central: le nouveau visage de Montréal
- Definition of a vision and action plan - Industrial Merchants
- Development of an action plan for the territory's signature
- Codesign day: Mode & Textile
- Hosting a delegation of French companies
- Summer activities on the territory

Online Candidate Fair, HR Services - June 8



Apéro RH Collaborative Circle - November 9



Ana Marinescu (entrepreneur) and Delia De Gasperis (CGS Quebec Inc.) at the Fashion & Textile Codesign Day - March 25



Real Estate Event - October 20



Designer Mahrzad Lari (Wide the Brand) posing at the Proud World of Fashion cocktail - September 20

## Supporting and accompanying members

Company visit and business networking with Virginie Roy (Proud Diamond) and Claudia Boyer (Buffalo Jeans)

### CONNECTOR OF OPPORTUNITIES PROJECT

2022 marks the second year of the Connector of Opportunities project in the SDC District Central. Based on a sharing economy, this project aims to identify the needs and business opportunities specific to the territory's companies and ultimately to create connections between them. It relies on visiting businesses, bringing together entrepreneurs with similar needs, and organizing networking workshops and collaborative circles. When necessary, communities of experts, grouped by business hub or issue, are also called upon. Supported by the *Fonds d'initiative et de rayonnement de la métropole*, the project has experienced significant growth over the past 12 months.

- 123 new participating businesses
- 141 businesses in the solicitation phase
- 123 new business connections made
- 4 networking workshops, including 2 collaborative circles
- 5 communities of experts

### HR SERVICES PROJECT

Since June 2022, the SDC has been providing District Central businesses with new human resources services. Funded by Services Québec, this initiative allows entrepreneurs to better understand and use existing employability services on the territory, to get inspiration and share best practices, and to benefit from various recruitment and workforce management tips and advice.

- 43 businesses have benefited from the services offered

### SHORT-CIRCUIT BUSINESS DISTRICT

In February 2022, the SDC District Central began a major project on short circuits. Carried out in collaboration with representatives of the business community and based on the territory's assets and heritage, this project aims to define the territory's potential in terms of local marketing and to put in place an ecosystem capable of supporting it. Eventually, the SDC hopes to make the District Central the first short-circuit business district in Quebec.

### COLLABORATIVE CIRCLES

Identified as a promising project in the District Central's 2020 Relaunch Plan, collaborative circles officially started this year. These circles provide a forum for businesses in the District to exchange ideas and share best practices around common issues. The first six collaborative circles focused, respectively, on succession planning in the fashion industry, funding, HR (employer branding, retention, and recruitment) and business growth.



Fashion & Textile networking workshop - March 25



Company visit with Chantal Bernatchez at Iso-Protek



Michel Favuzzi (Favuzzi) at the «Industrial Merchant» consultation workshop - March 15



Collaborative Circle on Growth - December 6

**TRAINING, CONFERENCES AND CORPORATE ACTIVITIES**

The gradual lifting of health restrictions has allowed some face-to-face events to resume. Others were added or offered online. Several were organized in collaboration with partner organizations. All were opportunities for member businesses of the SDC and their partners to meet, learn and exchange.

**TRAININGS**

- **Financing your equipment purchases** / April 27, 2022
- **Financing your exports** / February 8 and October 12, 2022
- **Financing your innovations** / March 17, 2022
- **Financing your innovations and equipment** / November 16, 2022

Organized in partnership with PME MTL Centre-Ouest



Chloé Thibeault (mmode) on the red carpet at the Proud World of Fashion cocktail - September 20



Business and real estate communities networking at District Central's Real Estate Event - October 20

**TRADE SHOWS OR EVENTS**

- **Codesign Day: Mode & textile** / March 25, 2022  
*How is Montreal positioned at the heart of the revolution in the textile and fashion industry?*  
Organized in partnership with Communautique
- **Salon Rh Mode** / April 13, 2022  
Organized by Vêtement Québec / District Central Partner in the event
- **Round table** / *Entering the world of design and creating new alliances in the District Central*  
Exhibitor discounts and complimentary gifts for small businesses
- **Salon du candidat** / June 8, 2022  
Revamped job fair allowing employers to meet with different employability organizations in the borough to find out about the pools of available candidates.  
Online event - SDC District Central initiative
- **Montreal Fashion Week** / September 19 - 25, 2022  
Major partner in the event  
10 activities offered on the territory highlighting businesses in the District Central.
- **Real estate event** / October 20, 2022  
Le nouveau visage de Montréal, c'est ICI  
SDC District Central initiative  
5 à 7 discovery tour  
7 stops. 5 geographical sectors covered.  
Showcasing 3 businesses hubs.
- **Apéro RH** / November 9, 2022  
Workshops and conferences / Employer branding, HR marketing, recruitment and retention  
Organized in partnership with Wavency, digital marketing agency

Laetitia Bedout (business coach), Hélène Veilleux (SDC) and Eyal Cohen (Marcarko-555 Midtown) at the Esplanade Louvain opening cocktail - May 24



**CORPORATE ACTIVITIES**

- **Annual General Meeting** / March 30, 2022  
Reserved for SDC District Central members  
Online
- **5 à 7 - Opening of Esplanade Louvain** / May 24, 2022  
SDC District Central initiative  
Invitation sent to all District Central workers
- **Annual Budget Meeting** / September 28, 2022  
Reserved for SDC District Central members  
Online
- **End-of-year cocktail** / November 29, 2022  
SDC District Central initiative  
Reserved for SDC members

**WELCOME PROCEDURE FOR BUSINESSES**

Over the past year, the SDC District Central has created a new welcome procedure for businesses in the territory. The changes made are intended to facilitate the integration into the community and the business district of entrepreneurs who are new to the territory. They also allow to support businesses that are already present, that wish to be introduced to the community.

**WELCOMING AND RETAINING ARTISTS ON THE TERRITORY**

The District Central is home to many artists from a wide range of disciplines. In order to learn more about them, in the fall of 2022, the SDC produced a portrait of the artists that are based in the territory. This study will not only identify their needs in terms of services, but also facilitate their integration and retention in the district.

**CLIENT-MARKET INTELLIGENCE**

Implemented in 2019, the CRM is now fully operational. Over the past year, its use has helped the SDC learn more about its members. It has also proven to be an invaluable tool in the context of the Connector of Opportunities project and the matches made between participating businesses. A great deal of energy was also spent on analyzing data to establish performance indicators and monitor the transformation of the territory in relation to the efforts deployed by the SDC and its socioeconomic partners.



Maxime Depasse (Communautique), Isabelle Pilon and Jocelyn Gauthier (Ahuntsic-Carterville borough) at the End of Year Cocktail at Chabanelle - November 29

## BUILDERS' PROGRAM

The Builders' Program aims to mobilize the territory's building owners around key projects for the development and outreach of the District Central. The past year was marked by the achievement of two large-format billboard campaigns, coupled with a networking event organized in the form of a discovery tour intended for representatives of the business community and the Montreal real estate ecosystem. These initiatives were made possible thanks to financial contributions from the Ville de Montréal and the Government of Quebec, as well as from local property owners. These are the first projects funded in part by the Program.

## 2<sup>ND</sup> EDITION OF THE DISTRICT E-COMMERCE CONTEST

Organized jointly by the District Central and PME MTL Centre-Ouest, the second edition of the District e-commerce contest was held in 2022. Aimed at young e-commerce businesses wishing to settle down or already established in the District Central, once again this year, the contest offered a \$100,000 prize in products and services. For the first time, all registered candidates also benefitted from a day of training. The three winning businesses are Proud Diamond, Wide the Brand and Boco Boco. They were chosen from nine finalists and more than 26 submissions.



*Builders' Committee workshop with Eyal Cohen (Marcarko-555 Chabanel), Albert Ezer (Dayan Group) and Emmanuel Amar (for AEDN Realty) - July 13*

*Alex Sereno (Barista Microtorrefacteur) talking with finalists at the District e-commerce training day - June 3*



Promoting and animating  
the territory

### CODESIGN DAY MODE & TEXTILE

With its partner Communautique, the SDC District Central brought together representatives from the fashion and design industry from both sides of the Atlantic to discuss Montreal's place in this sector. Organized in a hybrid format, the event featured a dozen speakers directly concerned by the major upheavals that are currently affecting the industry. Challenges related to distribution, short circuits and corporate eco-responsibility were addressed.

### COMMUNICATION CAMPAIGN

Building on past successes, the SDC District Central continued its communication efforts in 2022. The content posted on the organization's website and various social media platforms helped fuel the brand's image while highlighting the territory's businesses and initiatives. Special efforts were also made to anchor the brand on the territory by introducing pop-up signage elements during events such as Montreal Fashion Week.

- 9 videos
- 11 articles
- 6 digital awareness campaigns
- 2 large format billboard campaigns
- 2 pop-up signage installations
- Millions of people reached

Photo session with the team of Librairie O-Taku



District Central billboard campaign

Monique Chartrand (Communautique) in networking mode at the Fashion & Textile Codesign Day - March 25

### ACTIVITIES FOR THE GENERAL PUBLIC

Combining the everyday with the extraordinary to enliven the area and make it a place where life is good, is one of the objectives pursued by the SDC District Central in the process of requalifying the district. After two years of reduced programming due to the public health situation, 2022 saw a return to normal for public activities. The response has been worthy of the efforts made.

- **Escale - Street entertainment /** From July to September 2022  
Entertainment at various locations in several District sectors  
Led by La Centrale des artistes  
4 activities in total
- **Esplanade Louvain - District Central pop-up space /** From May to September 2022  
Open free access site with Wi-Fi, tables, game areas, etc.  
Map of restaurants in the area, portrait of District Central entrepreneurs, sale of local products.  
Average of 4,000 visitors per day. 930 Wi-Fi connections.  
32 events, 13 corporate groups hosted.  
Nearly 15,000 participants in events.
- **Swing ton lunch /** June to September 2022  
Live entertainment at Place Iona-Monahan, Wednesdays at noon.  
14 musical performances / 1 guest business each time.
- **Food trucks on Chabanel /** May 18, 2022  
Presence of two street food trucks. Music performances.  
Estimated 500 visitors.  
Mobility lunch-break / June 13, 2022  
Sustainable transportation awareness activity and bike tune-up clinic.
- **Movie under the stars /** July 12, 2022  
Screening of the feature film Vivre en grand or Bigger Than Us.  
20 participants.
- **Beneva Montreal Marathon /** September 23, 2022  
Animation of the route located in the District.  
Encouraging slogan and music performances.



Aire Commune happy hour at Esplanade Louvain with DJ Shannon - September 15



Discovering a local business (Barista) during the Swing Ton Lunch activity - June 15



Food trucks on Chabanel - May 18



Cinéma sous les étoiles - July 12



Sustainable  
development

Mobility Committee meeting - May 12

**SIGNATURE OF THE DISTRICT CENTRAL**

In 2022, after having conducted several workshops on the future and development of the territory, the SDC District Central adopted an action plan aimed at translating its brand identity on the territory. The elements of the territory's signature selected are expressed through the built environment, the landscaping, furniture, and signage and have as their common thread the idea of pollinating the space and the community. The plan will be implemented over five years, beginning in 2023. It is an important step in the process of requalifying the territory.

Prior to the development of the action plan, land use planning was the subject of a competition among urban planning students at the Université du Québec à Montréal. Between February 1 and March 29, 2022, ten teams of approximately 40 students were invited to submit proposals on land use planning. Volunteer experts, recognized for their knowledge of the territory, accompanied students throughout the process. Several of the proposed interventions, including greening and safer crosswalks, are reflected in the resulting plan.

**INTEGRATION OF PUBLIC ART**

Since spring 2022, the District Central has a third mural to beautify its territory. Created by Les Frères Lama, under the direction of the LNDMRK marketing agency, the work is displayed on the façade of 9200 Meilleur. It is the result of a private-public partnership between the borough of Ahuntsic-Cartierville, the SDC District Central and property owner AEDN Realty.

**RECOGNITION FOR SUSTAINABLE MOBILITY**

The continued efforts of the SDC District Central in terms of sustainable development were recognized in a special way in 2022. The organization was honoured in the Fédérateur category of the annual Leaders en mobilité durable Awards presented by the Centres de gestion de déplacements métropolitains. This award highlighted the organization's understanding of sustainable mobility issues, the efficiency of its initiatives and the relevance of its actions. This is the first award won by the SDC since its inception.

**POOLED PARKING SPACES PROJECT**

Parking is a major mobility issue in the District Central. Over the past year, the SDC has begun working to optimize existing parking spaces. Using the application developed by Clicknpark, the SDC hopes to make it possible to reserve a parking space remotely for a given period, at a pre-established price. The search for employers and property managers interested in taking part in the project is underway. Implementation is expected in 2023. In the meantime, the SDC is working with the borough to roll out a pilot project to provide temporary parking spaces in the vacant lot at 50-150 Louvain West.

**BIKE TO WORK COMMUTER BENEFIT PROGRAM**

To encourage active transportation, the District Central began work in 2022 on a pilot project for a bicycle mileage allowance in the neighbourhood. Developed by Transport Actif Québec, the project's objective is to encourage workers to adopt electric bikes as a means of transportation. A merit-based rebate will be given to participants based on the kilometres traveled. This project is expected to kick off in 2023.



Development of the Territory Signature plan



New mural created at 9200 Meilleur Street





# Mobilize and represent

District Central zone at Salon Rh Mode - April 13

## CALL FOR URBAN AND INNOVATIVE PROJECTS - VACANT LOT AT 50-150 LOUVAIN WEST

In the fall of 2021, Mayor Plante announced her intention to proceed with a call for urban and innovative projects for the vacant lot at 50-150 Louvain West. In preparation for this exercise, the SDC District Central participated in several workshops with the city centre in 2022. The criteria to be taken into consideration in the call for projects were at the heart of discussions. The idea of introducing the notion of mixed use with the addition of a residential function was notably put forward. The proposal was accepted and in December 2022, the borough initiated a process of change to the urban plan that will allow, among other things, housing under specific conditions.

The development of the vacant lot was also the subject of a case study as part of a university competition organized by IMMO HEC. Participants in the competition were invited to specify the components of the real estate project and the uses reserved for the site, while taking into consideration the cohabitation with the municipal underground yard and the financial profitability of the project. Hélène Veilleux, Executive Director of the SDC District Central, was a member of the jury.



Hélène Veilleux (SDC) on the jury of the IMMO HEC university competition - November 13

## ELECTORAL REPRESENTATIONS

The SDC took advantage of the 2022 provincial election campaign to make the voice of its business community heard. Three issues and requests were brought to the attention of the candidates running for office in the territory: mobility and the connection of the District to the developing REM, the valorization of trades of the industrial sector and support of local manufacturing, as well as the development of the sharing economy through the implementation of partnership programs.



Meeting with election candidate (now MNA for Acadie), André A. Morin - September 12

## SOCIOECONOMIC COMMITMENTS, CONFERENCES AND HOSTING OF DELEGATIONS

The SDC District Central team was increasingly solicited to take part in working groups initiated by partners or at roundtables. Invitations to speak at conferences or to act as a panelist at public events were also on the rise. The last year was also marked by the reception of a number of delegations, curious to learn more about the territory.



Round table with Gabrielle Mailhot-Côté (Créations GAMA) and Alicia Turgeon (Eastern Bloc). Hosted by Geneviève Dufour (SDC) - Salon Rh Mode on April 13



Visiting companies in the Urban Manufacture sector with urban planning students from UQAM - October 13



Panelist at the Forum on the Cultural Vitality of Montreal Neighborhoods - May 1



Welcoming a delegation of French companies at Clickspace in District Central - March 24

### SOCIOECONOMIC COMMITMENTS

- **Ahuntsic-Cartierville employability table**  
Facilitates the matching of businesses and resources  
Organization of the Salon du candidat
- **Ahuntsic-Cartierville borough economic development roundtable**  
Collaboration on the borough's economic development strategy.
- **Committee - Call for urban and innovative projects - 50-150 Louvain W. lot**  
Definition of criteria and priorities with the Ville de Montréal and partners
- **Association des sociétés de développement commercial de Montréal (ASDCM)**  
Member of the Board of Directors
- **Affordable housing for artists project**  
Member of the Advisory Committee

### CONFERENCES

- **Forum on the cultural vitality of Montreal's neighbourhoods / May 1, 2022**  
Organized by Culture Montréal and the Ville de Montréal  
Guest panelist
- **Salon Rh Mode / April 13, 2022**  
Animation of a roundtable  
*Entrepreneurship in design and creating new alliances in the District Central*

### RECEPTION OF DELEGATIONS

- **Delegation of French businesses / March 24, 2022**  
12 businesses received. Collaboration with several partners.
- **Student delegation - École d'urbanisme / UQAM / October 13, 2022**  
Visit of the urban manufacturing business centre.  
15 students received.

### ETHICAL ECONOMIC CHARTER

First proposed in 2020, the idea of an ethical economic charter for the territory took shape in 2022. A territorial portrait was developed based on existing research and data. It will be enriched based on the results of a survey to be conducted in 2023. The exercise should make it possible to measure the existing interactions between businesses in the territory, their type, size, maturity and level of commitment to social responsibility. The objective is to identify the moral principles to be applied with respect to the economic development of the territory and to constitute a participative governance to coordinate interventions. The project is led by the urban planning consulting firm ÉLÉMENTS Planification urbaine in collaboration with university researchers.

# a development team and resources

By the end of 2022, the SDC District Central had a team of seven seasoned professionals with a passion for development. Their combined expertise made it possible to meet the challenge of growth and to respond to the needs expressed by the members.

With a view to attracting and retaining employees, the organization has also adopted a global compensation policy. A workshop on the employer brand was also initiated. This exercise involves the current team and aims to define the values and behaviours desired in an organization. Eventually, it should be accompanied by an action plan to promote the SDC as an employer of choice.



The SDC team at the End of Year Cocktail - November 29

## SDC District Central team



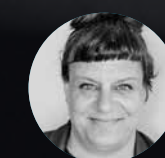
**Hélène Veilleux**  
Executive Director



**Geneviève Dufour**  
Director of Strategy and Business Relations



**Stéphanie Rault**  
Communications, Marketing and Events Manager (Maternity leave)



**Caroline Guimont**  
Communications, Marketing and Events Manager (Interim)



**Elena Di Stefano**  
Relationship Marketing and Business Intelligence Coordinator



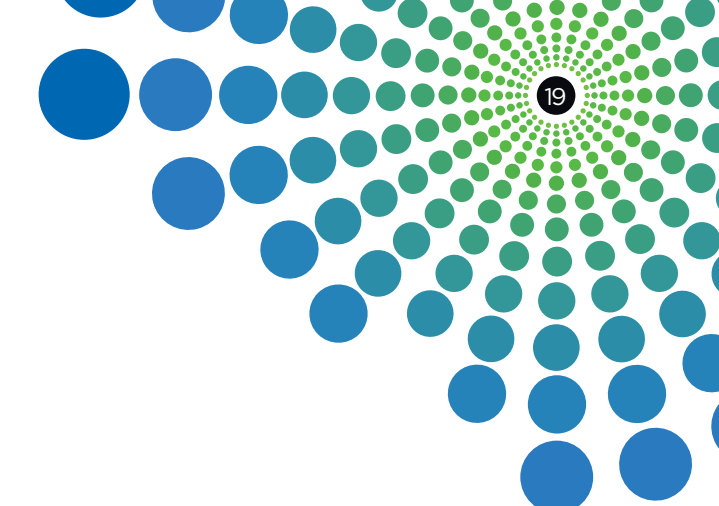
**Michèle Ky**  
Administrative and Member Services Coordinator



**Marie-France Richard**  
Project Manager, HR Services



**Mia van der Heyden**  
Project Manager, Connector of Opportunities





District Central ambassadors at the Montreal Marathon - September 25

# a positive balance sheet

The year 2022 ended with a surplus of \$90,772, which was better than anticipated in the budget adopted by the SDC members in 2021. This situation is explained by the increase in revenues and expenses related to the City of Montreal's subsidy under the 2022-2024 SDC Support Program, from \$100,000 to \$350,000 per year for the next three years.

REVENUES	
<b>Mandatory contributions</b>	\$759,788
<b>Voluntary contributions</b>	\$39,673
<b>Grants</b>	
Borough of Ahuntsic-Cartierville	
Operating costs	\$100,000
Support for economic development initiatives	\$12,500
Mural project	\$10,000
Ville de Montréal	
SDC Support Program	\$200,000
Financial Support Program for the maintenance and consolidation of SDCs in the context of Covid-19	\$102,788
Government of Québec	
Fonds d'initiative et de rayonnement de la métropole	\$100,000
HR Services Project	\$78,497
<b>Interest on mandatory expenses</b>	\$17,827
<b>Other income</b>	\$1,730
	<b>\$1,422,803</b>
<b>Bad debts</b>	(\$39,042)
	<b>\$1,383,761</b>
EXPENSES	
<b>Administrative expenses</b>	\$218,159
<b>Economic development</b>	\$303,593
<b>Member services</b>	\$90,199
<b>Communications and marketing</b>	\$403,441
<b>Animation and events</b>	\$105,412
<b>Development and operations</b>	\$172,185
	<b>\$1,292,989</b>
<b>EXCESS OF REVENUES OVER EXPENSES</b>	<b>\$90,772</b>

# a promising future

In 2023, the SDC District Central will have an operating budget of \$1,742,227.29 to conduct its activities.

It intends to take advantage of the available funds to:

- Deploy phase 1 of the Action Plan for the territory signature
- Increase the number of business matches thanks to the Connector of Opportunities project
- Increased communication efforts to promote the territory and its businesses
- Implement a shared parking service
- Animate the territory through public events and outdoor pop-up spaces
- The creation of new murals.
- Continue to advocate for the development of a TOD area around the District's train stations.
- Create an Ethical Economic Charter for the District Central.
- Involvement in the call for proposals for the vacant lot at 50-150 Louvain West.
- Develop and make available a Mobility Toolbox for local businesses.
- Develop a business development action plan for the District.
- Equip the organization with new governance tools.
- Relaunch the communication platform project.

Swing Ton Lunch at Place Iona-Monahan - June 15



# a mobilized community

To achieve its mission, the SDC District Central can count on the commitment of nearly 60 representatives from the business and community sectors.

## 2022 board of directors



**Delia De Gasperis**  
CGS Québec Inc.  
Chair



**Lina A. Aristeo**  
Plûme



**Howard Szalavetz**  
Les Immeubles HS



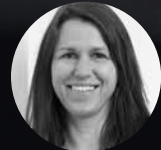
**Eyal Cohen**  
Marcarko  
Vice-President



**Michel Caumartin**  
Quadreal -  
Marché Central



**Émilie Thuillier**  
Ahuntsic-Cartierville  
Borough Mayor



**Laetitia Bedout**  
Business Coach,  
Treasurer and Secretary



**Hicham Jerando**  
Services J.T.D.



**Gabriel Tupula Yamba**  
Big Bang

## urban planning committee

**Maxime Brosseau**  
Zaraté Lavigne Architectes

**Michel Caumartin**  
Quadreal-Marché Central

**Delia De Gasperis**  
CGS Québec Inc.

**Frédéric Lizotte**  
AEDN Realty

**Michelle Lortie**  
ÉLÉMENTS Planification urbaine

**Martine Peyton**  
ÉLÉMENTS Planification urbaine

**Adnane Ramromi**  
Groupe SolAirEau

**Jacqueline Saucier**  
Fonds immobilier  
de solidarité FTQ

**Howard Szalavetz**  
Les Immeubles HS

**Gabriel Tupula Yamba**  
Big Bang

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## mobility committee

**Bruno Cadieux**  
Reitmans

**Gabrièle Charbonneau**  
Borough of Ahuntsic-Cartierville

**Eyal Cohen**  
Marcarko-555 Chabanel

**Carolyn Kelly Dorais**  
Zaraté Lavigne Architectes

**Albert Ezerzer**  
Groupe Dayan

**Alain Gagné**  
PCI Automatisation Industrielle

**Zeina Haddad**  
Les Immeubles HS

**Frédéric Lizotte**  
AEDN Realty

**Olivier L. Pouliot**  
Société de transport de Montréal

**Francine Michaud**  
Résidente

**Stéphane Peevers**  
Transport Actif Québec

**Marc-André Perron**  
PME MTL Centre-Ouest

**Julie Roy**  
Saint-Sulpice Advisor

**Myriam Goulet**  
MOBA

**Nathalie Brissette**  
SDC District Central

**Geneviève Dufour**  
SDC District Central

## builders' committee

**Nérée Arsenault**  
Immeubles Nériq

**Simon Berman**  
Clickspace

**Michel Caumartin**  
Quadreal-Marché Central

**Eyal Cohen**  
Marcarko-555 Chabanel

**Albert Ezerzer**  
Groupe Dayan

**Frédéric Lizotte**  
AEDN Realty

**Howard Szalavetz**  
Les Immeubles HS

**Érik Tremblay**  
Immeubles Nériq

**Nathalie Brissette**  
SDC District Central

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## governance committee

**Lina A. Aristeo**  
Plûme - Committee Chairperson

**Laetitia Bedout**  
Business Coach

**Delia De Gasperis**  
CGS Québec Inc.

**Michèle Ky**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## Montreal fashion week committee

**Claudia Boyer**  
Buffalo Jeans

**Julie Folco**  
Centric Brands

**Stéphanie Gauthier**  
Agence Jodabe & Les Griffés

**Anny-Claude Lapierre**  
Maison Claudel Lingerie

**Mahrzad Lari**  
Wide the brand

**Gabrielle Mailhot-Côté**  
Créations GAMA

**Virginie Roy**  
Proud Diamond

**Chloé Thibeault**  
mmode

**Geneviève Dufour**  
SDC District Central

**Caroline Guimond**  
SDC District Central

**Mia van der Heyden**  
SDC District Central

## industrial merchant committee

**Natacha Beauchesne**  
Ville de Montréal

**Mélanie Béland**  
Postes Canada

**Simon Berman**  
Clickspace

**Delia De Gasperis**  
CGS Québec Inc.

**Hicham Jerando**  
Jerando Fashion

**Athanasios Mihou**  
La Centrale agricole

**Christina Peikert**  
Reitmans

**Yourianne Plante**  
Les Fermes Lufa

**Alexandre Skerlj**  
PME MTL Centre-Ouest

**Howard Szalavetz**  
Immeubles HS

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## advisory committee – signature of the District Central

**Laetitia Bedout**  
Business coach

**Delia De Gasperis**  
CGS Québec Inc.

**Martine Peyton**  
ÉLÉMENTS Planification urbaine

**Pier-Luc St-Germain**  
Résident

**Jean-Philippe Vermette**  
La Centrale agricole/ AU/LAB

**Gabriel Tupula Yamba**  
Big Bang

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## experts-mentors – UQAM contest x signature of territory

**Emmanuel Amar**  
IDX Design & Com

**Maxime Brosseau**  
Zaraté Lavigne Architectes

**Carolyn Kelly Dorais**  
Zaraté Lavigne Architectes

**Lorelei L'Affeter**  
Humà Design + Architecture

**Francine Michaud**  
Résidente

**Martine Peyton**  
ÉLÉMENTS Planification urbaine

**Nancy Picard**  
Éco Transition

**Jacqueline Saucier**  
Fonds immobilier  
de solidarité FTQ

**Alexandre Skerlj**  
PME MTL Centre-Ouest

**Jean-François Soulières**  
Ahuntsic-Cartierville borough

**Gabriel Tupula Yamba**  
Big Bang

**Geneviève Dufour**  
SDC District Central

**Hélène Veilleux**  
SDC District Central

## ambassadors – 2022 real estate event

**Claude Barbeau**  
Innotex

**Simon Berman**  
Clickspace

**Sophie Blondeau**  
Pixmob

**Margaux Chétrit**  
Clickspace

**Kévin Drouin-Léger**  
La Centrale agricole

**Chef Martin Juneau**  
Chabanelle Restaurant

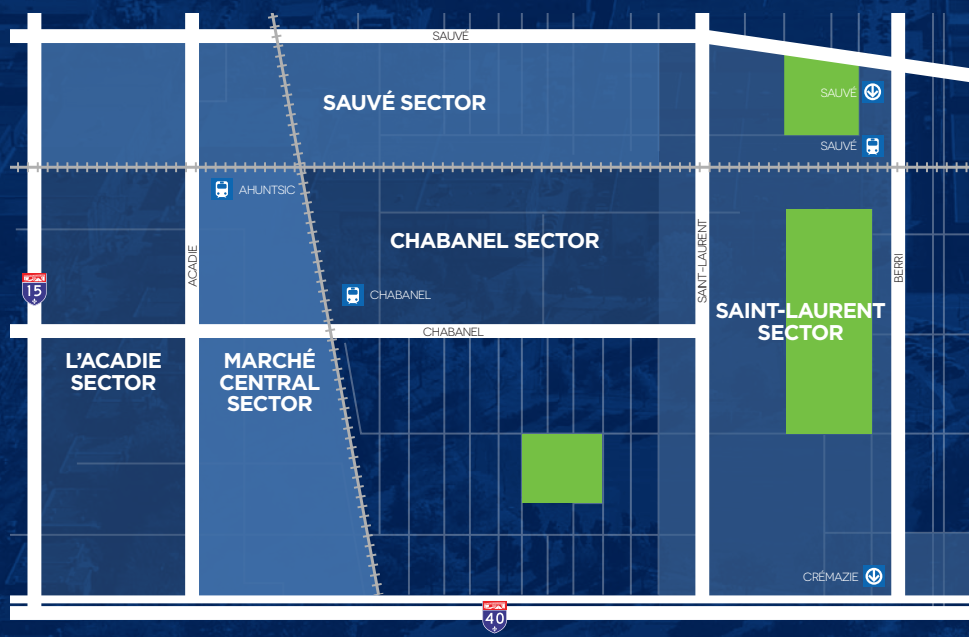
**Michel Lauzon**  
LAAB Collective

**Gabrielle Mailhot-Côté**  
Créations GAMA

**Virginie Roy**  
Proud Diamond

**Victor Shiffman**  
Battat Art Centre

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The 2021 Activity Report  
is available in French on  
the SDC District Central  
website.

SDC **DISTRICT  
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