

**Subject: FW: Denny's of Canada and the North shore**

**Date:** Wed, 23 Feb 2005 18:25:32 -0800

**From:** "Ernie Crist" <ernie\_crist@dnv.org>

**To:** "Mayor and Council - DNV" <Council@dnv.org>, "Senior Management Committee" <managecomm@dnv.org>, "James Ridge" <James\_Ridge@dnv.org>, "Susan Rogers" <Susan\_Rogers@dnv.org>, "Richard Boulton" <Richard\_Boulton@dnv.org>

**CC:** <fonvca@fonvca.org>, <cagebc@yahoo.com>

-----Original Message-----

From: Ernie Crist

Sent: Wednesday, February 23, 2005 5:23 PM

To: 'Brent Armstrong'

Subject: RE: Denny's of Canada and the North shore

Dear Mr. Armstrong:

I am certain that as a business person you are aware that no important decision should be made without a proper research. I would imagine that this is what Denny's of Canada is doing when they contemplate a new business venture. What is good for Denny's is also good for the District.

I believe you are being extremely presumptuous and unfair in stating that I should "stop my Crusade" against Mountain Biking on the North Shore. Clearly, you do not know me nor do you understand what the issues are.

However, today FEB 23,2005 the NS NEWS has published a letter which fairly explains my position on this important matter. I will also send you a copy of a letter I have sent to another Mountain Biker on the same subject.

If, after reading these two letters, you still have questions, I would be more than willing to discuss it further on the telephone.

Yours truly,

Ernie Crist

-----Original Message-----

From: Brent Armstrong [<mailto:barmstrong@dennys.ca>]

Sent: Wednesday, February 23, 2005 2:26 PM

To: Ernie Crist

Subject: Denny's of Canada and the North shore

> Good Afternoon, Mr. Crist,

>

> My name is Brent Armstrong and I am the marketing manager for Denny's of Canada. We own and operate the Denny's on the North Shore located at 2050 Marine Drive.

>

> This particular location thrives (about 30%) on the mountain bike industry riders to sustain our business. To even think about not allowing mountain biking on the north shore mountains will greatly impact our sales and profit. If this were to happen in the near future we would have little choice but to seriously look at our business for this location (we own 36) to determine whether or not it would be a viable business in this community.

>

> I ask you as a business owner to cease your crusade on this sport that this location relies on for it's profitability. A copy of this letter

has been sent to all council members.

>  
> *Thanking you in advance.*  
>  
> *Brent Armstrong*  
> *Marketing Manager*  
> *Denny's of Canada*  
> *310 - 1755 West Broadway*  
> *Vancouver, BC, V6J 4S5*  
> *Tel: 604 730 6620*  
> *Fax: 604 730 4645*  
>



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