BIOS for Proposed New Board Members

Karley Holley

Karley Holley is the Executive Director of the Mission Downtown Business Association (MDBA) and a passionate advocate for vibrant, thriving downtown communities. With expertise in event planning, digital marketing, and community development, Karley has successfully led initiatives that drive economic growth and strengthen local business engagement.

Her leadership in organizing large-scale events, including the award-winning MissionFest, earned the BIABC Best in the West Award for Special Event (2023), recognizing its impact on community engagement and economic activity. Karley's commitment to collaboration was further recognized by the City of Mission's Healthy Community Committee, where she received the We Are Better Together Award for Community Wellness Business Partner (2024) for her role in fostering meaningful partnerships through the MDBA. She also sits on the Board of Directors for the Mission Regional Chamber of Commerce and multiple committees throughout the community.

Kerry Neil

Kerry Neil is the Executive Director of the Downtown Squamish Business Improvement Association (DSBIA), a role she's held since the summer of 2020. Since moving to Squamish in 2019 to embrace her family's love for the mountains and outdoor adventures, Kerry has become an integral part of the community. With a business ownership background, Kerry understands small business challenges and is passionate about supporting and advocating for local businesses.

Under Kerry's leadership, the DSBIA has seen remarkable growth and impact. In 2021, she founded the Squamish Mural Walk Festival, which has grown into a vibrant event in its fifth year. Kerry also created the Engagement and Advocacy Committee in collaboration with the Squamish Chamber of Commerce and Tourism Squamish, strengthening ties between local organizations. One of her proudest achievements was reinventing Squamish's Canada Day celebration into Squamish Together, a community-focused event that honors the region's diversity and unity.

Kerry is deeply involved in the community, serving on various boards and committees to help foster collaboration and growth in Squamish. Outside of her professional commitments, she is a keen runner, an average skier, a tentative mountain biker, a passionate hip-hop dancer, and a busy mom of two. On weekends, you can often find her chasing her kids down mountains or cheering from the sidelines of the soccer pitch.

Bios of all board members can be found on the BIABC website:
https://www.bia.bc.ca/index.php?area_id=1001&page_id=1027