BIOS for Proposed New Board Members

Chrisie Berry – Downtown Prince George BIA

Chrisie Berry is the Executive Director of the Downtown Prince George Business Improvement Association and a passionate advocate for the businesses and community that make up the downtown core. With over a decade of experience in communications, stakeholder engagement, and customer service leadership, she works to strengthen partnerships and support initiatives that enhance downtown vitality. Chrisie has led efforts to evolve downtown programming and events to encourage greater foot traffic and engagement, helping showcase the vibrancy and potential of the downtown core. She is also recognized for building strong, collaborative relationships with local organizations, Indigenous partners, and community stakeholders. Known for her collaborative approach and strong community relationships, Chrisie is committed to building connections, supporting local businesses, and fostering a welcoming and thriving downtown.

Landon Hoyt – Hastings Crossing BIA

Landon brings over 15 years of experience with seniority in starting and leading business associations, managing and hosting large scale events, and supporting the local economic development and poverty reduction sector. He is a dedicated leader in public engagement, poverty reduction and urbanist communities. He has built and led multi-disciplined teams and has been a valuable logical thinker whenever he manages projects and people. He previously served as the Executive Director of HxBIA from 2015 to 2018, and returned to HxBIA in 2023. He has worked with SFU Public Square, Binners' Project in Vancouver's Downtown Eastside, and most recently with the public engagement consulting firm, Argyle.

Paula Quinn – Downtown Kelowna BIA

Paula Quinn is Executive Director of the Downtown Kelowna Association, where she champions a vibrant, safe, and economically resilient downtown through advocacy, partnerships, and community leadership. With more than 40 years of experience spanning legal administration, sales, marketing, human resources, and executive leadership, Paula has held senior roles with major brands in the UK and Canada, including over a decade with KF Aerospace, where she served as Executive Director of the KF Centre for Excellence. A recognized community builder and award-winning leader, Paula serves as Chair of the Central Okanagan Economic Development Commission Executive Committee and as a Director with WeBC. Known for combining strategic vision with practical action, she is passionate about city-building, governance, and creating meaningful impact through collaboration.

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