

DOWN TOWN CHAMPIONS

TASK FORCE



Program Overview

The Downtown Champion Task Force is a working group of representatives from downtown businesses and community partners. The group will meet monthly for one hour to share ideas and develop a framework for potential new marketing campaigns and events.

Members will be asked to brainstorm ideas, suggest new activations, and participate in developing programs to make downtown the exciting hub that we know it to be.



Roles & Responsibilities

Members of the Downtown Champion Task Force will:

Be A Champion for the Downtown - Actively seek out ways to promote good stories, share updates from Downtown London, and be an ambassador for our community.

Share Downtown London Updates With Their Network - Stay up to date on Downtown London programs/opportunities and share this information with your network.

Be Willing to Contribute Ideas - Downtown London wants to hear your ideas and dreams. We can make our downtown a better place if we put our heads together!

Meeting Schedule

Wednesday January 27 at 8:30am - *Orientation*
Wednesday February 3 at 8:30am
Wednesday March 3 at 8:30am
Wednesday April 7 at 8:30am
Wednesday May 5 at 8:30am
Wednesday June 2 at 8:30am
Wednesday July 7 at 8:30am
Wednesday August 4 at 8:30am
Wednesday September 1 at 8:30am
Wednesday October 6 at 8:30am
Wednesday November 3 at 8:30am
Wednesday December 1 at 8:30am

Meetings will be held via Zoom until it is safe to host in-person meetings again

What's In It For Me?

We recognize that you have very busy schedules and we appreciate your willingness to participate. Members of the Task Force will benefit from:

THE INSIDE SCOOP

You will be the first to know about upcoming programs and will be able to provide input and feedback throughout the process.

DOWNTOWN CHAMPION AWARD

Every year, one member of the Downtown Champion Task Force who has gone above and beyond for their community will receive the Downtown Champion Award.

RECOGNITION

All members of the Downtown Champion Task Force will be recognized on Downtown London's website and social media channels for their contributions.

NETWORKING

This group is composed of those who are dedicated to making downtown a better place. This is a great opportunity to meet like minded individuals who understand the challenges/benefits of running a small business.

Terms of Reference

The term “Downtown London” shall refer to the London Downtown Business Association and MainStreet London, and the terms “Board”, “Directors”, “Board of Directors” and “Task Force” shall refer to the Board, Directors, Board of Directors, or Task Force of the LDBA as applicable.

A. Task Force and Procedures

1. Establishment and Mandate of Downtown Champions Task Force

The Downtown Champions Task Force (the “Task Force”) is to be established with the purpose to assist the staff in fulfilling its obligations relating to marketing and events/activations matters of Downtown London by reviewing and making recommendations on the following:

- Reviews, develops, recommends, and supports promotions, projects, tools, advertising, events and public relations in support of marketing the Downtown area and its members as a group;
- Leverages Downtown events to showcase the unique Downtown London experience and build community pride;
- Participates in brainstorming, idea generation, and implementation of both marketing and events initiatives

2. Composition of the Task Force

The Committee shall be comprised of at least two Directors or such other number as the staff may determine from time to time. The recommended composition: two board directors, at least three outside members including possible merchants or industry experts, and two staff members.

3. Appointment of Task Force Members

Members of the Committee shall be appointed periodically by the staff.

Vacancies

Where a vacancy occurs at any time in the membership of the Task Force, it may be filled by the staff in order to maintain the composition of the Task Force.

4. Task Force Chair

The Task Force will be co-chaired by the Marketing & Communications Coordinator and the Placemaking & Public Spaces Coordinator.

5. Meetings of the Task Force

The Chair of the Task Force or any two of its other members may call a meeting of the Task Force. The Task Force shall meet at such times during each year, when and as the Task Force deems appropriate.



6. Quorum

A simple majority of the members of the Task Force shall constitute a quorum.

7. Notice of Meetings

Notice of the time and place of every meeting shall be given in writing, by any means of transmitted or recorded communication, to each member of the Task Force at least 24 hours prior to the time fixed for such meeting; provided, however, that a member may in any manner waive notice of a meeting. Attendance of a member at a meeting constitutes a waiver of notice of the meeting, except where a member attends a meeting for the express purpose of objecting to the transaction of any business on the grounds that the meeting is not lawfully called.

8. Procedure, Records and Reporting

Subject to any statute and by-laws of Downtown London, the Task Force shall fix its own procedures at meetings, keep records of its proceedings and report to the Board when the Task Force may deem appropriate (but no later than the next meeting of the Board). The Task Force will meet annually and bring forward to the Board their recommendations for the fiscal period.

9. Review of Terms of Reference and Task Force's Performance

The Task Force shall review its Terms of Reference as it deems appropriate and recommend changes to the Board. The Task Force shall undertake an annual evaluation of the Task Force's performance.

12. Consultants

The Task Force shall recommend to retain, terminate and compensate, on such terms and at such fees or other compensation as the Task Force may determine according to Downtown London purchasing policies, any consultant to be used to assist in marketing the Downtown area, and any other external advisors that the Committee deems necessary to permit it to carry out its duties.

13. Other Duties

The Task Force may perform such other activities, consistent with these Terms of Reference, the Corporation's articles and by-laws and governing law, as the Task Force deems appropriate.

14. Limitation

All recommendations of the committee are subject to Downtown London staff approval. The duties and responsibilities set out above do not extend, and are not to be interpreted as extending, the obligations and liabilities of the directors beyond those imposed by applicable law and in each case are subject to the By-laws of Downtown London and applicable laws.