



Board Of Directors, January 21, 2020
Via Google Meet
8:00A.M.

Attending: Andrew McClenaghan , Bonnie Wludyka, Don McCallum, Jim Yanchula, Jodi Simpson, John Fyfe-Millar, Lori Da Silva, Michelle Giroux, Asaad Naeeli, Kapil Lakhota, Jason Dickson, Carmelita Tang, Jordan Detmers, Arielle Kayabaga, Kathy Navackas, Scott Collyer, Jerry Pribil
Regrets: David Kirwin, Nick Vander Gulik
Staff: Barbara Maly, Vicki Smith

MSL Portion Board Meeting

1. **Call to order** – Don McCallum
2. **Approval Board Minutes Dec 3, 2020**
Motion: “to approve the minutes of Dec 3, 2020”
Moved: John Fyfe-Millar 2nd: Andrew McClenaghan Carried.
3. **Conflict of interest** – no conflicts declared
4. **Financials for December 31, 2020**
Motion: to accept the financials for December 31, 2020.
Moved: Lori Da Silva 2nd: Kapil Lakhota Carried.
5. **COVID Grant Report -**
 - 2020 Grants – total of 244 grants totaling approx. \$184,000
 - 2021 Grants – 35 expressions of interest and 19 grants completed for approx. \$34,000
6. **New Business**
 - Will look at bylaw changes at the MSL committee meeting next week.
 - Jim Yanchula – updated us on some possible changes that may take place with downtown City parking
7. **In Camera Items**
None.
8. **MSL Adjournment at 8:19 AM**
Motion: to adjourn at 8:19am
Moved: John Fyfe-Millar 2nd: Kathy Navackas

LDBA Portion of the meeting

Attending: Andrew McClenaghan , Bonnie Wludyka, Don McCallum, Jim Yanchula, John Fyfe-Millar, Lori Da Silva, Michelle Giroux, Asaad Naeeli, Kapil Lakhota, Jason Dickson, Carmelita Tang, Jordan Detmers, Arielle Kayabaga, Scott Collyer, Jerry Pribil
Regrets: David Kirwin, Nick Vander Gulik
Staff: Barbara Maly, Vicki Smith

1. **Call to Order** – Andrew McClenaghan
2. **Approval of the Board Minutes Dec 3, 2020**
Motion: “to approve the minutes of Dec 3, 2020”
Moved: Bonnie Wludyka Seconded: Lori Da Silva Carried.
3. **Financial Statements** – December 31
Motion: to accept the financials for December 31, 2020.
Moved: Lori Da Silva Seconded: Andrew McClenaghan Carried.

4. Board Member Terms of Engagement, Commitment Form, Confidentiality Agreement, Board/Staff Responsibilities

- Please sign and send back commitment form and the confidentiality agreement
- 2021 executive elections have been deferred to Feb board meeting so that we have a full board slate before the elections occur.
 - Please reach out to Andrew if you would like more information on the Executive roles and responsibilities

5. Strategic Plan Evaluation Committee

- Looking for 3 or 4 board members to join the evaluation committee.
- Andrew, Don, Asaad, Scott, Jordan, Jerry and Carmelita have volunteered to be part of the evaluation committee.

6. Fanshawe Proposal Update

- Michelle is working behind the scenes to determine how Fanshawe can be involved in the downtown for immediate, short term, as well as long term needs.
- Fanshawe trying to share resources within the downtown which help provide experiential learning for their students
- Let's Fanshawe remain flexible and adaptable to the COVID restrictions while being able to partner with other organizations

7. ED Update

- Placemaking and activations
 - holiday window walk ran from Dec 9 to Dec 31 – there were 1,100 downloads of the program at the different activated windows
 - trying to plan placemaking activations dependent on the COVID restrictions that are in place
 - working on self-guided tours as well as guided tours based on COVID restrictions
- District Champions
 - program was launched in the fall, have been collecting feedback to determine how this program will look going forward and are close to putting that program together with an orientation guide.
 - A list of district champions will be sent out to the board
- Marketing
 - Online marketplace launched last week. There are currently 35 businesses signed up and working on onboarding 8 more merchants. In one week there have been more than 11,000 visits
 - 7 media interviews were done last week
 - Keep London Local campaign will be launching. Working on including merchants and local higher profile people in promoting this
 - Business Insider Newsletter – working on revamping this and trying to streamline it so that it is easier to scan through
 - 2 volunteer interns from Fanshawe and Western have started with us for this school semester.
- Public Safety
 - Have introduced new software to better track incidents as well as dollar amount of damage. This will be shared with the foot patrol.
 - Scheduling a meeting with the Chief of Police as well as the City to discuss these issues
- Business Development
 - Have been working with some new businesses that are opening in the downtown
 - Still have slightly more businesses opening than closing currently.
 - Outreach calls to members have started for 2021.
 - Member Drop-in Platform – working on setting this up so that members are able to discuss concerns and possible solutions for their concerns
- Downtown Dollars
 - Had \$37,000 purchased in 2020 which is much higher than past years
- Funding Opportunities
 - Working with other organizations to receiving grants

8. New Business

- Board would like to receive a copy of the organizational 2021 goals as well as the Executive Director goals.
- Board would like to reflect on whether they are doing a good job this year. This will help keep the organization accountable
- Would like us to follow up with the City as to where the Core Area Action Plan stands and what programs are still underway.
- Task force set last month (Bonnie, Asaad, Jason, Andrew) met yesterday and will report back next month.

9. **In Camera Item:** none

10. **Motion to adjourn –“adjourn the meeting at 9:49 am”**

Moved: Andrew McClenaghan 2nd: John Fyfe-Millar Carried.