



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

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

MainStreet London Portion Board Meeting

1. **Call to order** – Don McCallum
2. **Approval Board Minutes August 20, 2020**
Motion: “to approve the minutes of September 17, 2020”
Moved: Andrew McClenaghan 2nd: Jodi Simpson Carried.
3. **Conflict of interest** – no conflicts declared
4. **Financials for August 31, 2020**
Motion: to accept the financials for September 30, 2020.
Moved: Lori Da Silva 2nd: John Fyfe-Millar Carried.
5. **COVID Grant Update**
 - Given out about \$62,416 grants so far. There is about \$423,000 remaining.
 - Restart – 49 businesses have applied and received (doubled)
 - Marketing – 26 businesses have applied and received; 9700 Downtown Dollars distributed
 - 3rd week for Marketing phase 2 – 4 expressions of interest
 - Mural grant now closed
 - Community Resilience Fund launch this week (public safety, crime prevention, patio extensions, signage). Up to 75% of business cost up to \$2,000, retroactive to March 2020. Eligible businesses must be levy payers.
 - Lori suggested we get some testimonials to share with business owners who haven’t applied yet.
6. **New Business:**
 - Governance - Don McCallum and Kathy Navackas are working on rewrites to the MSL by-laws
 - Dundas Place - Barb gave an update on Dundas Place. Continuing to open for pedestrians until October 16, likely to continue until Dec. 31 depending on restrictions. Vintage Market postponed due to rise in COVID-19 cases. A member-driven passport program pilot is underway with DP businesses.
7. **In Camera Items**
 - No in camera at this time.
8. **Motion to adjourn –“adjourn the meeting at 8:17 am”**
Moved: Lori DaSilva 2nd: Bonnie Wludyka Carried.

LDBA Portion Board Meeting

LDBA Portion Board Meeting

1. **Call to order** 8:20 a.m.

Conflict of interest – no conflicts declared

Approved the agenda: Lori Da Silva 2nd Bonnie Wludyka Carried.

2. Approval Board Minutes September 17, 2020

Motion: "to approve the minutes of September 17, 2020."

Moved: Lori DaSilva 2nd: Bonnie Wludyka Carried.

3. Approval of Financial Statements for September 30, 2020

Motion: "to approve the financial statements for September 30, 2020"

Moved: Bonnie Wludyka 2nd: Jordan Detmers Carried.

4. 2021 Budget

- Finance Committee:
 - 2021 Budget - plan to drive more member engagement; no members attended the in-person sessions. Overall decrease in the levy amount planned next year. Shifted focus to safety and cleaning.
 - Motion: "to present the budget as it currently is at the Annual General Meeting in November".
Moved: Lori DaSilva 2nd: Bonnie Wludyka Carried.
 - Don McCallum expressed disappointment that he had no consultation on the MSL budget. Former MSL programs moved to LDBA to show how the BIA has realigned work to better support retention. Also an attempt to resolve confusion regarding MSL which is now positioned as a granting arm of LDBA, and realignment of staff and programs makes us more flexible when workloads change
 - Jodi Simpson observed that the new budget shifts the mandate of MSL, more conversation is needed among MSL board members, perhaps along with by-law changes.

5. New Business

- Back to Business (B2B) - Jim Yanchula
 - B2B is receiving fewer intake emails than in the previous two months. Outdoor patios have been extended until year end. City of London will do everything they can to help members stay operating.
 - King St. - Talbot to Richmond will be closed 10 days to connect the new condo tower to utilities.
 - Secure bike parking - Bonnie suggested this could happen at Citi Plaza. Jim will forward this request. Jordan offered to help with cycling matters if more support is needed.
- **Committee Updates:**
 - Nominating
 - Nominating Committee - Jill Wilcox and Lisa Ferguson are joining John Fyfe-Millarr to serve on this committee again. Interviews scheduled October 19 to select two candidates.
 - Decided not to select a member in waiting

6. ED Update

- First Local Community Recovery Network (LCRN) meeting of cross-sectoral groups was September 9. Six action tables, one is focused on the Downtown and Core Area. Barb, Arielle Kayabaga and Jen Pastorius co-lead this group. Goals are:
 1. Identify initiatives to address impact of remote work
 2. Address surplus commercial space; develop new economic development strategy
 3. Review the City's plans and consider what changes are required due to COVID (eg. CAAP)
 4. Promote and create a safer downtown for all
- District Champions first meeting next week. Twelve champions identified and confirmed. These are storefront businesses, help with sharing ideas, collaborate on events, and so on.
- Marketing & Communications - holiday season plan is developed; we will have a promotional campaign, activations (holiday window contest, Grand Walks, holiday map for example). We worked with members (restaurants) most impacted by COVID to create a video that underlines safety protocols, to build consumer confidence, encourage a return to the businesses.
- AGM - agenda created; staff working on presentation for Nov. 9 virtual annual meeting. Guest speaker hired.
- Collaborations
 1. With Small Business Centre - Main Street Retail - 4 downtown businesses got \$4,000 in grants each
 2. With Tech Alliance and Rhino Active - working on an online Marketplace web store, delivery app; applied for funding for a Digital Main Street grant to help fund the development costs
 3. With London Hydro - sharing their efficiency grant programs (refrigeration, lighting)
 4. With Tourism London and LEDC - on a Fed Dev funding application to support outdoor patios, clean streets, equipment; program for next 2 years
 5. With City of London/B2B and OEV BIA - shared wish list of support needed (patio extensions, permission for portable structures during cold weather, addressing social issues, garbage pick-up, snow removal)

7. Public Safety Update

- Staff completed a safety survey with members in September. 475 Surveys sent, 92 responses. 98% of respondents had been involved/witnesses/affected by safety issues (theft, vandalism, people in crisis). We are tracking response times, need to provide more clarity on who to call in different scenarios. We are realigning our service model to assign a dedicated concierge service for members. This role will collect data regarding incidents and responses, build relationships with service providers (LPS/Foot Patrol, CIR, 519 Pursuit, London Cares and so on), create training for members (de-escalation, crime prevention) and will be proactive rather than reactive. This cost has been factored into the 2021 budget. Louise Pyne will take on this new coordinator role.
- Barb also met with Chief Williams to talk about LPS new crisis outreach and support team. We will work with them on that program.
- Jordan offered to help with creating processes, tools to track the data, identify software solutions.
- Bonnie shared that they have taken security in-house at Citi Plaza, hired a new supervisor with a criminology degree. This individual would be a resource for Louise as well.
- Budget survey with members identified the following key priorities -
 1. Safe and inclusive streets
 2. Retention of member businesses
 3. Crime prevention
 4. Grants for members to assist with COVID-related expenses
 5. Activations and events to attract customers to brick and mortar locations

8. Virtual AGM

- Board discussed RSVP/registration process, pre-qualifying voting rights ahead of time via registrations
- We are not voting on any new business at the AGM. Board determined they will leave the process to Barb to execute as she sees fit.
- Keynote speaker - Jennifer Keesmaat (former Chief Urban Planner at City of Toronto) - Why Downtowns Matter, how downtowns are changing, positive opportunities

9. In Camera Items - none

10. Motion to adjourn - "adjourn the meeting at 9:20 am"

Moved: Jordan Detmers 2nd: Bonnie Wludyka Carried.