



Board Of Directors, December 3, 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

LDBA Portion Board Meeting

1. Call to order – Andrew McClenaghan

Welcome to new board members Jerry Pribil and Scott Collyer who are not voting today (need Council approval)

2. Approval Board Minutes Oct 8, 2020

Motion: "to approve the minutes of October 8, 2020"

Moved: Bonnie Wludyka 2nd: Jason Dickson Carried.

3. Conflict of interest – no conflicts declared

4. Financials for November 30, 2020

Motion: to accept the financials for November 30, 2020.

Moved: Lori DaSilva 2nd: John Fyfe-Millar Carried.

5. Governance Update -

- David Kirwin provided update - annual appointment of officers in January (president, vice president, treasurer and secretary and any new committee chairs). We will notify the board in advance of the meeting; annual confidentiality agreement, conflict of interest form will need to be signed.

6. Committee Updates

- Marketing Committee - Jordan
 - Small is the New Mall campaigns went well. Meal delivery app is 85% ready so not a Q4 solution, just a prototype. Marketplace platform got a positive response from retail members on COVID Task Force; another way to attract new businesses downtown.
 - Metrics: Small is the New Mall (most of 2020) 15M combined impressions in purchased media, Spotify ads, CTV News, paid social media channels, 14,000 combined impressions in organic (social media) - 54% growth. Social media earned almost 50,000 followers. Traffic up for new website, and Downtown Dollars can be purchased online now.

7. Executive Director Update (includes Safety Update)

- November AGM 75 people attended.
- \$23,000 of purchased Downtown Dollars (compared to \$6,800 in 2019) - credit to new website, online purchases.
 - Construction Dollars (City of London) - working with members to get them redeemed by Dec 31. Distributed \$51,000, redeemed \$9,000 to date. We will do a communication push to get them in on time. We will honour reimbursement after Dec 31 but it won't be refunded by the City.
- London Community Recovery Network (LCRN) - Barbara, Jen Pastorius and Arielle Kayabaga are co-leads for the core area table. 68 actionable ideas were brought forward, worked with lead table to bring them down to 5 priorities. Will be brought forward to Council for funding from \$5M recovery fund.
- Placemaking and Activations - more street poles decorated. 165 new holiday banners, plus usual holiday illuminated decor. Adding illuminated holiday décor on Richmond north of central, completed 80 holiday greenery planters, Set up great selfie spots with Tourism and City. Working to establish musical performances at speakers' corner
- Winter window walk initiative, working with Curveball Creative staff - Richmond Street, Dundas Place. Decorated with props and décor. Commonwealth, David E. White, Jonathon's, Attic Books, Grace and Covent Garden Market. QR code links to story about a snowman, can hear one story or follow the complete journey of the snowman named Spirit.

- Augmented Reality (AR) experience, The Most Local Time of the Year, starts at Victoria Park, goes north on Richmond. Staff worked with Exar studios and Tourism London
- Business retention and Recruitment- working with Small Business Centre on Main Street Retail grant program (\$4,000 grant) to help with expansion.
- B2B - working with Jim closely on identifying Courtesy parking/loading areas in municipal lots and on-street.
- Public safety - About 20 incidents in the past 3 months, working on improved incident tracking system for 2021. Safe walk home pilot program, working with residential landlords, developers and Fanshawe College to help implement. Working with Neighbourhood Watch group to establish business watch downtown.
- Strategic Plan - Barb is doing outreach to diverse group of stakeholders -Tourism, LEDC, City, Western, Fanshawe, local developers, etc., working with Board and Staff on 5- year plan.
- New staff hired Elyse Moore to backfill for Louise at the front desk.

8. Letter from Lisa Ferguson

- Board package included a request from 6 members that for assistance in paying a legal bill they incurred last year. We have received a legal opinion on the request. We have addressed a related request from Dec. 19, late summer 2020, on a bill to LDBA for \$27,000. Asked for a motion on how to approach Lisa's letter.

Motion to address the member concerns over costs associated with Lerner's LLP, put a task force together to put together recommendations on this matter by April 2021.

Moved: John Fyfe-Millar Seconded: Lori DaSilva did not carry

Motion to address the member concerns over costs associated with Lerner's LLP, put a task force together to put together recommendations on this matter by March 2021 board meeting. All task force minutes open and transparent to members and board.

Moved: Bonnie Wludyka Seconded: Michelle Giroux Carried.

- John accepted revised motion, Lori re-seconded.
- Nick registered his opposition to considering this again

9. In Camera Items

None.

10. LDBA Adjournment at 8:57 AM

MSL Portion of the meeting

1. Call to Order - Don McCallum

- Michelle declared a conflict of Interest related to the About Face grant for Fanshawe.

2. Approval of the Board Minutes October 8, 2020

Motion: "to approve the minutes of October 8, 2020"

Moved: Lori DaSilva Seconded: Andrew McClenaghan Carried.

3. Financial Statements - November 30

Motion: to accept the financials for November 30, 2020.

Moved : Lori DaSilva Seconded Andrew McClenaghan Carried.

4. Fanshawe About Face Grant

- Annual grant for Fanshawe façade grant; Staff received the annual application.
- History from Don McCallum: in 2015 we facilitated getting Fanshawe to rebuild Kingsmill's. We agreed to a façade grant pledge (a formal agreement), \$100,000 annually for 10 years. It's an annual recommitment based on the original pledge.

Motion to defer the payment for one year.

Moved: John Fyfe-Millar Seconded: Asaad Naeeli Did not carry.

Motion to approve the \$100,000 annual About Face façade grant payment to Fanshawe College:

Moved: Jodi Simpson, Seconded: Carmelita Tang Carried.

5. COVID Grant Update

- Given out about 462 grants \$118,000 in grants so far. From \$368,000 there is about \$224,000 reallocated to 2021, an additional amount budgeted in 2021.
- Restart -\$36,000 distributed to date

- Marketing – \$45,000 distributed to date; 13,000 Downtown Dollars distributed
- Mural grant now closed
- Community Resilience Fund \$35000 committed; received 26 Expressions of Interest in last two months

6. DTL/Fanshawe Proposed Collaboration

- Fanshawe Downtown has 200 students (usually 2,300) for blended programs. There is a reduction in staff, working from home. Have not opened the restaurant and café, out of respect to struggling downtown restaurants in pandemic. Doing food for YOU for distribution.
- Michelle will bring back in January a proposal outlining how the grant money is spent. Would like to find ways to use that money where there is a direct correlation and response to Downtown, looking for ways to have an impact on downtown businesses, way to have students come downtown (e.g. their Fan cards, using in downtown businesses) - technology solutions, ways for Fanshawe to contribute back. Both organizations need to be involved in this exploration. Specific proposal with targeted goals will be forthcoming.

7. New Business

- Governance task force for MainStreet. Kathy Navackas worked on our by-laws. Working to bring them closer to the form of LDBA by-laws. Keeping in mind MainStreet has to act under the Corporations Act of Ontario, compared to LDBA operating under Municipal Act. We are 85-90% through review now. Will bring to MSL board in January revised governance structures.

8. In Camera Item: none

9. Motion to adjourn –“adjourn the meeting at 9:36 am”

Moved: Don McCallum 2nd: Lori DaSilva Carried.