



Board of Directors, March 25, 2021

Via Zoom

8:00A.M.

Attending: Andrew McClenaghan , Bonnie Wludyka, Don McCallum,
John Fyfe-Millar, Lori Da Silva, Asaad Naeeli, Kapil Lakhotia, Jason Dickson,
Scott Collyer, Jerry Pribil, David Kirwin, Carmelita Tang

Regrets: Jordan Detmers, Nick Vander Gulik, Jim Yanchula, Michelle
Giroux, Arielle Kayabaga, Kathy Navackas,

Staff: Barbara Maly, Vicki Smith, Colleen Gyori

MSL Portion Board Meeting

1. **Call to order** – Don McCallum
2. **Approval Board Minutes Feb 18, 2021**
Motion: “to approve the minutes of Feb 18, 2021”
Moved: Lori Da Silva 2nd: Kapil Lakhotia Carried.
3. **Conflict of interest** – no conflicts declared
4. **Financials for February 28, 2021**
Motion: to accept the financials for February 28, 2021.
Moved: Andrew McClenaghan 2nd: Asaad Naeeli Carried.
5. **COVID Grant Report -**
 - Looking at the grants and know that we need further funds in order to cover them.
 - Will include this good news story in a quarterly letter to our members. Would also allow this to go out to the broader community as well. Members helping members.
 - Would like some comments from members as to what it has meant to them.
Motion: ‘to approve the funding of \$255,000 for LDBA to provide for this grant’
Moved: John Fyfe-Millar 2nd: Andrew McClenaghan Carried
6. **New Business**
 - MainStreet meeting frequency.
 - Do we need a monthly meeting? Will let the strategic planning process determine what the number should be.
 - Set a maximum number of meetings in the updated bylaws.

7. In Camera Items

None.

8. MSL Adjournment at 8:18 AM

Motion: to adjourn at 8:18am

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

LDBA Portion of the meeting

Attending: Andrew McClenaghan , Bonnie Wludyka, Don McCallum,
John Fyfe-Millar, Lori Da Silva, Asaad Naeeli, Kapil Lakhotia, Jason Dickson,
Scott Collyer, Jerry Pribil, David Kirwin, Carmelita Tang, Michelle Giroux

Regrets: Jordan Detmers, Nick Vander Gulik, Jim Yanchula, Arielle
Kayabaga, Kathy Navackas,

Staff: Barbara Maly, Vicki Smith, Colleen Gyori

1. Call to Order – Andrew McClenaghan

2. Approval of the Board Minutes January 21, 2021

Motion: “to approve the minutes of Jan 21, 2021”

Moved: Lori Da Silva Seconded: John Fyfe-Millar Carried.

3. Financial Statements – February 28, 2021

Motion: to accept the LDBA financials for February 28, 2021.

Moved: John Fyfe-Millar Seconded: Jordan Detmers Carried.

4. LDBA Member Relations Task Force - Report Review

Motion: to accept the member relations task force report

Moved: Scott Collyer 2nd: John Fyfe-Millar Carried.

Motion: to accept the 1st recommendation that are put forward by the task force

Moved: John Fyfe-Millar 2nd: Jason Dickson all in favour: Carried

Motion: to move that the governance committee in place look at the 2nd recommendations by the task force to make sure that these situations do not arise again in the future.

Moved: John 2nd: Asaad carried

- Significant change has occurred on the part of the LDBA as a whole.
- Recommendation has been put forward with input from Don Bryant.

5. Finance Committee

- Looking at having funds in place of up to \$255,000.

- Will need to make sure that if we do grants again that there be a hard cap on the dollar amount that is being handed out.

Motion: to approve \$255,000 as needed to meet the grants that come in up to March 31.

Moved: John Fyfe-Millar 2nd: Bonnie Wludyka carried.

6. Recognition of Past Chair

- Recognize the passing of our past Chair Gerald Gallacher. He was a great booster of the downtown and he will be missed.

7. Downtown Dollar Program

- A lot of admin work is happening behind the scenes for staff as well as businesses as they have to come into the downtown.
- Looked at a gift card version of the downtown dollars.
- Surveyed both businesses as well as consumers for their opinion of paper dollars or gift cards. 87% said they would be more likely to use a gift card over a paper bill. 67% of members said that they would benefit from being able to spend dollars online.
- Looking at innovative solutions at moving Downtown London forward.

8. Covid Task Force Grant Request

Motion: to fund MSL with up to an additional \$50,000 for the grant requests.

Moved: Andrew McClenaghan 2nd: Michelle Giroux Carried

- Staff recommend switching to a gift card system and phasing out the current paper dollars.

9. ED Report

- Still tallying the liability of construction dollar update. Will have a total amount by end of week.
- We have launched a new campaign, Keep London Local using testimonials and endorsements by merchants and senior leaders in our community.
- Would like direction from the board as to how to approach the issue of safety in the downtown while at the same time not bringing it to the attention of the news and marking the downtown as not safe.

10. Strategy Update

- Had our kickoff in early March. Now gathering background material and starting the engagement plan.

11. In Camera Item: none

12. Motion to adjourn – “adjourn the meeting at 9:37 am”



Moved: Bonnie Wludyka

2nd: John Fyfe-Millar

Carried.