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| **Board Of Directors, April 22, 2021**  **Via Zoom**  **8:00 A.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, Kathy Navackas, Don McCallum, Michelle Giroux, Jordan Detmers, Jim Yanchula,

Regrets: Nick Vander Gulik, Arielle Kayabaga,

Guests: Katie DenBok, Emily Van Daele

Staff: Barbara Maly, Vicki Smith, Colleen Gyori

**MSL Portion Board Meeting**

1. **Call to order** – Don McCallum

**2. Approval Board Minutes March 25, 2021**

Motion: “to approve the minutes of March 25, 2021”

Moved: Lori Da Silva 2nd: Kapil Lakohtia Carried.

3. **Conflict of interest** – no conflicts declared

4. **Financials for March 31, 2021**

**Motion:** to accept the financials for March 31, 2021.

Moved: Kathy Navackas 2nd: Bonnie Wludyka Carried.

5. **Grant Report -**

* Endurance Grant
  + Gave out about $230,000 to 133 businesses. Went to restaurants, retail, and service. Half of the grants went to safety and security.
  + Members very appreciative
  + Good public relations surrounding the program.
* Patio Grant funding from the City
  + Will be getting $50,000 for the patio grant. Staff will put together a proposal as to ideas for how to disburse the funds. The City has provided recommendations but it is up to the BIA’s as to how they get disbursed.
  + Once we have the MOU we will send out the information to the board for approval of the recommendations

**6. New Business**

* As the Strategic Plan Process is underway we are holding back on making decisions around how MSL and LDBA work together. Once the Strat Plan process is further along this should become clearer and then the MSL meeting structure will be able to be determined.

7. **In Camera Items**

None.

**8. MSL Adjournment at 8:20 AM**

Motion: to adjourn at 8:20am

Moved: Kathy Navackas 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, Jordan Detmers, Jim Yanchula, Kathy Navackas

Regrets: Nick Vander Gulik, Arielle Kayabaga

Guests: Katie Denbok, Emily Van Daele

Staff: Barbara Maly, Vicki Smith, Colleen Gyori

1. **Call to Order** – Andrew McClenaghan

**2. Approval of 2020 Audited Financials**

* Presented by Katie Denbok and Emily Van Daele
* Prepared as a means to communicate what they are required to by the regulations as well as any items that KPMG thinks needs to be presented to the board in regards to governance.
* Audit completed entirely remotely through transfer of digital files.
* Staff were recognized as to their demonstrated diligence

Motion: “to approve the 2020 Audited Financials”

Moved: Bonnie Wludyka Seconded: John Fyfe-Millar Carried.

**2. Approval of the Board Minutes March 25, 2021**

Motion: “to approve the minutes of March 25, 2021”

Moved: Scott Collyer Seconded: Bonnie Wludyka Carried.

3. **Financial Statements** – March 31, 2021

Motion: to accept the LDBA financials for March 31, 2021.

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

**4. Governance Committee 2021 Work Plan**

* Looking at the task force recommendation from April 2019 to determine a governance work plan for 2021.
* Five items have been proposed with no pre-determined result for any of them.
  + Create a formal mechanism to deal with member complaints beyond front line staff. This will provide members with a methodology to escalate issues.
  + Look at non-levy paying members and the ability to have them become members of the board and the organization.
  + Succession plan and recruitment, will be looking at bringing in new members at the next term. Will roll out a similar process to the last recruiting campaign
  + Identify a municipal law expert to advise on governance issues, should they come up.
  + Clarify the rules of how MSL and LDBA interact with each other.

Motion: to move forward with these five items with the priority in order as listed.

Moved: Bonnie Wludyka Seconded: John Fyfe-Millar Carried

**5. Member Relations Task Force Disbandment**

* An email has been received back from the merchant group asking for some changes to the 1st recommendation of the task force. The task force is recommending to continue with the decisions that have already been approved at the February board meeting. They will have one more conversation with the group to confirm that due diligence has been done. Will not disband the task force at this time.

6. **Presentation of Member Marketing Program**

* Will share stories of members on multiple media (radio, television, web, social media).
* Increase awareness of the breadth of the downtown.
* Will share interesting stories regarding business owners in order to humanize them.
* Will run from April to November.
* Have leveraged the construction dollars to get free promotion for the marketing of this campaign.
* Will send out more information so that members know they are able to email the office to ask to participate.

**7. Fanshawe Proposal Update**

* Working through the issues that have arisen due to the 3rd lockdown.
* Looking at how to bring back more students for the fall which is a very large undertaking based on guidelines from the Health Unit.
* Fanshawe retail sales are moving to a web based solution and this will be worked out by the fall. Will then be able to have discussions with local businesses to see if Fan Cards can be accepted at their businesses.Will work out the kinks prior to rolling this out to businesses.

8. **Transparency - Open Meeting Requirements - Municipal Act**

* We are a board of the City and as such must meet the open meeting requirements.
* Items to consider - are agendas and meeting times communicated to the membership. We should look at this and have a refresher and make sure that we meet the requirements of this.
* Posting the agenda (and any revisions to incorporate added items) on the website prior to the meetings would satisfy the requirements of the act.
* Scott as Board Secretary will make a recommendation as to what should be done to meet this requirement and then bring it back to the board next month.

9. **ED Report**

* We need better sources of data in relation to incidents in the downtown. It is easier to get accurate data from the crime stats due to the police stats, but the social/health side is harder to get stats for.
* Is it possible to get more data sharing from the larger organizations that are collecting the information on their own.
* Possibly create a working group of the board for this issue to discuss what processes are and what we should be putting forward to the City

10. **Strategy Update**

* Strategic plan will be done by end of July.

**11. In Camera Item:** none

**12. Motion to adjourn –“adjourn the meeting at 9:32 am”**

Moved: Scott Collyer 2nd: Lori Da Silva Carried.