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| **MainStreet Board Of Directors, July 6, 2021**  **Via Zoom**  **12:15 P.M.** |

Attending: Andrew McClenaghan, Don McCallum, Asaad Naeeli, Bonnie Wludyka, Carmelita Tang, David Kirwin, Jim Yanchula, Jason Dickson, Jerry Pribil, John Fyfe-Millar, Jordan Detmers, Kapil Lakhotia, Kathy Navackas, Lori Da Silva, Michelle Giroux, Nick Vander Gulik, Scott Collyer

Regrets: Arielle Kayabaga

Staff: Barbara Maly, Vicki Smith

**LDBA/MSL Joint Board Meeting**

**1. Strategic Plan update -**

* Downtown Metrics
  + 1 in 4 large employers are located in the downtown.
  + Downtown has approx 8625 workers per square kilometer compared to 83 workers per square kilometer across London
  + 55 IT firms in downtown (21% of all located in London)
  + Over 300 professional firms in downtown with 6200 workers. 71 firms per square KM versus 0.4 per square KM
  + 10 hotels with 2 hotels per square KM compared to 0.004 per squar KM in London.
  + 33 restaurants per square KM in downtown compared to 0.34 in rest of London
  + In BIA there are 7900 residents with 5300 households. 1.5% of London population. Vast majority is 20-34 years old. 63.4% of households have 1 person. 77.9% of people living in downtown rent. 48% of people in downtown have a university degree
  + Daytime population is 4.6 times larger than nighttime population
  + To grow downtown residential population growing forward need to look at disproportion in number of people renting in the downtown.
  + Downtown assessment has grown 70% in last 10 years compared to 58% in all of London.
  + Only 6% of businesses’ property tax bill is for the BIA levy.
  + Best practices for CIP programs are consistent with the best practices across Canada.
* Governance
  + Downtown London is the only downtown organization with 2 different boards.
  + Is an opportunity to scope LDBA’s roles and activities
  + Opportunity to reimagine the role of MSL and could become a completely separate entity from the LDBA if the board choses
* Parking
  + Parking in DTL exceeds demand, but consumers feel that it is poorly located, expensive and hard to find.
  + Opportunities to improve parking information, access and quality
* Crime and Graffiti
  + Every downtown large and small are facing challenges related to underlying social issues
  + Recent efforts the Downtown London and partners have been involved in are similar to best practices across Canada
* Marketing
  + Strategic considerations – confusion around the Downtown London name (confusion between the organization and the geography), consumers prefer digital communications
  + Potential consumer themes – highlight restaurants, unique shops, lots to do and explore
* Stakeholder Engagement
  + Themes that came up
    - Social issues, impact to operations of individual businesses and reputation
    - City/BIA relations
    - Governance
    - Parking
    - Vacant Buildings
    - Stakeholder opportunities – anchor developments (non-levy paying), arts and culture (build on vibrancy). Office workers (yet to be determined due to COVID), residential growth (how to build on this), stores and restaurants (what needs arise after COVID), post secondary institutions and their role
  + Surveys
    - top activities to do in downtown as per community survey (2400 responses) – bars and restaurants, festivals, concerts, shopping, theatre, sports
    - what businesses are missing – grocery stores, artisanal shops, pop up stores
    - what would motivate to make more purchases – safety and security, cleanliness, patios,
    - 46% of businesses already located downtown are expecting to stay the same as current, and 25% expect to expand
    - BIA staff to do – advocacy, support member planned events, member to member networking
* Next Steps – looking for a Strategic Priorities workshop – determine SWOT, strat priorities and high level solutions.

**2. Board Meeting Adjournment at 1:30 PM**

Motion: to adjourn at 1:30pm

Moved: David Kirwin 2nd: Nick Vander Gulik Carried