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| **MainStreet Board Of Directors, July 26, 2021****Via Zoom****9:30 A.M.** |

Attending: Jerry Pribil, Andrew McClenaghan, Asaad Naeeli, Bonnie Wludyka, David Kirwin, Jim Yanchula, John Fyfe-Millar, Kapil Lakhotia, Kathy Navackas, Lori Da Silva, Scott Collyer, Jordan Detmers, Carmelita Tang

Staff: Barb, Vicki, Kathy, Colleen, Louise, Elyse

Consultants: Tracy John, David Campbell, Kevin Curtis, Aileen Murray

**LDBA/MSL Joint Board Meeting**

**1. Presentation of Strategic Priorities -**

* Need to work on confusion between Downtown London and London’s downtown, assessment allocations by members, MSL not functioning as intended, vulnerable to downturn in BIA revenues.
* Work on strengthening the partnerships with DTL and the City, other City anchors, and Fanshawe/Western
* Zoom in on the things that the BIA can do to improve outcome of the downtown through the priorities.
* Draft Strategic Priorities
	+ Supporting a Safe and Attractive Environment in the downtown
	+ Diversifying the economic base in the downtown
	+ Strengthening partnerships
	+ Expanding downtown’s role as downtown’s champion
	+ Supporting members
* Next Steps – update draft with feedback received, work with staff on Implementation Plan.

**3. Board Meeting Adjournment**

Motion: to adjourn the board meeting at 11:33am

Moved: John Fyfe-Millar 2nd: Kapil Lakhotia Carried