



Board Of Directors, October 21, 2021

Via Zoom

8:00 A.M.

MSL Board Meeting

Attending: Andrew McClenaghan , Bonnie Wludyka, Don McCallum,, Asaad Naeeli, Scott Collyer, Jerry Pribil, Carmelita Tang, Jordan Detmers, Kathy Navackas, Jason Dickson, Michelle Giroux, Kapil Lakhotia, Jesse Helmer

Regrets: John Fyfe-Millar, Lori Da Silva, Jim Yanchula, Nick Vander Gulik, David Kirwin,

Staff: Barbara Maly, Vicki Smith, Kathy McLaughlin

1. MSL Board Call to Order – Don McCallum

2. Board Minutes approval

Motion: “to accept board minutes for Sept 16, 2021”

Moved: Kathy Navackas Seconded: Andrew McClenaghan Carried.

3. Financial Statements

Motion: “to accept the financial statements as of September 30, 2021”

Moved: Scott Collyer Seconded: Kathy Navackas Carried.

4. New Business Recruitment

- The strategic plan identified that there needs to be a clear delineation for the two separate boards
- Trying to separate into different organizations including having 2 separate board meetings.
- Initially the MSL board meetings will be a lot.
- Kathy McLaughlin will be the staff member working with the MSL board.
- Looking at finding other funding sources as well. Are able to retroactively apply for some funding for 2021 and 2022
- Will engage a task force to help determine the skeleton of the new MSL structure.
- Recruitment will start with MSL and once they become a business downtown they get passed to LDBA
- Moving forward some dates for MSL meetings will be chosen and they will be sent out in a doodle poll to determine the next couple of meetings.
- Policies and bylaws for MSL will be looked at at the upcoming planning meetings.



5. In Camera Items

None.

6. MSL Adjournment at 8:20 AM

Motion to Adjourn at 8:20am

Moved: Andrew McClenaghan Seconded: Kathy Navackas Carried

LDBA Board Meeting

Attending: Andrew McClenaghan , Bonnie Wludyka, Don McCallum,, Asaad Naeeli, Scott Collyer, Jerry Pribil, Carmelita Tang, Jordan Detmers, Kathy Navackas, Jason Dickson, Michelle Giroux, Kapil Lakhotia, Jesse Helmer

Regrets: John Fyfe-Millar, Lori Da Silva, Jim Yanchula, Nick Vander Gulik, David Kirwin,

Staff: Barbara Maly, Vicki Smith

1. LDBA Board Call to Order – [Andrew McClenaghan](#)

2. Board Minutes approval

Motion: “to accept board minutes from Sept 16, 2021”

Moved: Scott Collyer Seconded: Michelle Giroux Carried.

3. Financial Statements

Motion: “to accept the financial statements as of September 30, 2021”

Moved: Bonnie Wludyka Seconded: Scott Collyer Carried.

4. Governance Committee Update

- Governance committee has met a couple of times since the last board meeting
- Will be working on guidelines for board composition. Some recommendations will come forward at another board meeting.

Motion: to accept the 3 policies for approval

Moved: Michelle Giroux Seconded: Andrew McClenaghan Carried

Motion: to formally accept Scott Collyer as a member of the governance committee for the next term

Moved: Andrew McClenaghan 2nd: Jordan Detmers Carried

5. 2022 Draft Budget

- Two years of actuals have been included as 2019 shows a pre-covid budget and a covid budget.

- Have increased the levy amount for 2022 but it is still below the 2020 budget level.
- Some of the categorizations have been moved. We have added in office cleaning and purchase and leasing of equipment into the same area as the
- Street activations budget has been increased to try to push activity as we come out of COVID.

Motion: to accept the 2022 budget as presented

Moved: Bonnie Wludyka

Seconded: Michelle Giroux

Carried

6. New Organizational Structure

- The new structure is aligned with the new Operational Plan.
- There are 5 full time permanent staff positions with the remainder being 18 month contracts
- There is still a relationship between LDBA and MSL boards, but is slightly separated.
- The operational plan has been provided to the board and has a detailed plan for up to 2025.
 - Need to add in the commercial organizations to consideration when we are considering the businesses that we work with.
 - We will add in commercial and institutions to the description when we refer to community partners.
 - Section 1.2 - be careful in the wording that we are advocating not carrying out the tasks or taking on a role when we are assisting other organizations to move forward with issues.
 - At the AGM, staff will be highlighting high level goals from the operating plan, outlining the key areas of operational focus (tactical buckets)
 - On an annual basis we could post operational / tactical highlights, with anticipated outcomes being posted for membership review.
 - The consultants are putting together a high level summary of the strategy and a listing of the goals and the strategic direction under those. This will be available for the AGM and will be shared publicly.

7. ED Report

- Would like more tracking and metrics on the marketing data. Jordan will reach out to Colleen to discuss and offer some suggestions on what to track.
- Will consider outsourcing actual tracking for data otherwise it will be based on merchant information.
- Will be able to access data from the City through their Environics information which will monitor feet on the street. [Environics Mobile Analytics -- infor: <https://environicsanalytics.com/resources/media-room/press-releases/2017/04/27/environics-analytics-launches-mobile-analytics-services>]

- The data person being hired in 2022 will be responsible for gathering and monitoring the metrics
- Need to determine if events convert to a percentage increase in sales.
- Had a meeting with the Crown last week and they have identified that they have had a backlog in the convictions etc.
- There is a reporting system where you can log vagrancy/crime downtown. The police use this information to determine hot spots and how to deploy resources. Landlords would like a weekly form to go in and log any information that they have so that it can be reported to the police. Due to the influx of calls that the London Police are getting they are starting to triage their calls in order to be able to reach everyone as possible.
- AGM will be fully virtual for this year again. Board would like to have a hybrid meeting with the executive and staff in person and all members are virtual.

8. Resignation from Board

Motion: "to formally accept the resignation of Arielle Kayabaga."

Moved: Michelle Giroux

Seconded: Jordan Detmers

Carried

9. Council Resolution re: Zoning

- Council resolution rezoning has been referred to staff.
- Our letter was received and discussed.
- There will end up being more of these requests coming. We will probably need to think about whether we have a measured and standard response as they come in or do we want to respond to them on an adhoc basis.
- There will probably be a lot of these as retail continues to repurpose. Should we create a new advocacy committee to discuss these types of positions.

Motion: to receive the report back from the Clerk and that we move it to the Executive Committee for discussion

Moved: Scott Collyer

seconded: John Fyfe-Millar

Carried

10. LCRN Letter of Commitment

- The letter is in the board package as an awareness that this letter was written and submitted to the City as a letter of support for the LCRN program.
- This program has had a significant impact and provided tremendous value through COVID recovery

11. Fanshawe College Update

- Winter 22 planning is underway and 92% of students will be on campus.
- The vaccination policy is being put in place for staff and students.
- 250 staff members are on campus throughout the week and 2000 students are able to use the buildings on weekends for homework etc. This will have an impact on the businesses surrounding the campuses.



- Working with the police to help students be prepared for being in and about the campus
- Chefs Table will have a soft reopening. It's not anticipated that it will be open until approximately February. It will have selected hours of operation.

12. Winter Response Plan from City

- The City will be mobilizing resources over the winter for people that are out on the street.
- This will be slightly different than what happened last year. The report will become public on Wednesday next week when agenda to Community and Protective Services Cmte is published
- It will try to meet the needs of the people on the street currently. The response could be in place as early as December 1 and could run to mid March.

13. In Camera Item: none

14. Motion to adjourn –“adjourn the meeting at 9:28 am”

Moved: John Fyfe-Millar

Seconded: Scott Collyer

Carried