



**Board Of Directors, December 16, 2021**

**Via Zoom**

**8:30 A.M.**

**LDBA Board Meeting**

Attending: Andrew McClenaghan , Bonnie Wludyka, Don McCallum,, Asaad Naeeli, Scott Collyer, Jerry Pribil, Jordan Detmers, Jason Dickson, Michelle Giroux, Nick Vander Gulik, Lori Da Silva, David Kirwin

Regrets: Jesse Helmer

Staff: Barbara Maly, Vicki Smith, Kathy McLaughlin

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

**2. Board Minutes approval**

Motion: “to accept board minutes from October 21, 2021”

Moved: Bonnie Wludyka                      Seconded: Michelle Giroux                      Carried.

Add in the reference to governance documents and fix typo in point #7

**3. Financial Statements**

Motion: “the full financial review was completed prior to the meeting and treasurer is satisfied that the financials are in order and to accept the financial statements as of November 30, 2021”

Moved: Bonnie Wludyka                      Seconded: Scott Collyer                      Carried.

We are changing the way that we report the financial statements going forward with a new Financial update document being provided

**4. Fanshawe College Aboutface**

- Year number 3 of 10 years in the facade grant to Fanshawe
- Funding is out of the approved 2021 budget

Motion: To ratify recommendation by MainStreet that the \$100,000 grant to Fanshawe College be paid.

Moved: David Kirwin                      Seconded: Lori Da Silva                      Carried

**5. 2022 Board Dates**

- Would like the board date calendar published on the website. The committees meeting dates will not be posted online

## 6. Governance Committee Review

- Includes governance information from the report from 2019 in order to change the official bylaws to include those changes. This would go through the board and then to the members for final approval.

Motion: to receive the report as provided

Moved: Scott Collyer                      Seconded: Michelle Giroux      Carried

Motion: to approve the recommendations included in the report and continue with by-law updates

Moved: David Kirwin                      Seconded: Scott Collyer              Carried

## 7. Board Member Resignation

Motion: to accept the resignation from John Fyfe-Millar

Moved: Scott Collyer                      2nd: Asaad Naeeli                      Carried

Motion: to notify council that we have a vacancy on our board and to fill the position for one year from a candidate from the last recruitment process.

Moved: Scott Collyer                      2nd: David Kirwin                      Carried.

## 8. ED Update

- Switching to a quarterly report for the ED report. Will allow a better indication of how programs and projects are progressing.
- This would allow the board to understand how the metrics and the progress looks like.
- Have submitted several grant applications in the 2 streams - activations and accelerator
- 4 CUI grant applications have been approved with approx \$110,000 in funding. We will hold this until the board reviews
- approximately \$600,000 have been approved through the accelerator program. With a \$57,000 contribution from the City as well. This will be allocated to start up businesses and existing businesses through various grants. It will allow market analysis and market profiling.
- Staff working on applications for the second round of grants for the CUI funding.
- a safety and security committee comprised of 15 larger stakeholders in the downtown has been and will continue to meet
- Have 2 more weekends in the Festival of Markets. Over the 3 weekends there have been 4500 people come through.
- Gift cards program has been very successful. In 3 months we have sold almost \$38,000 in gift cards.

## 9. MSL Update

- MSL has created a task force and had one meeting so far.
- Will be dealing with MSL vision/mission as well as board executive positions.
- MSL will be looking at the by-laws and make sure that policies such as term limits are in place. A new task force will be created to look at this.
- MSL will be looking for LDBA board members to sit on the MSL board to maintain the more than 50% LDBA members as the sole funder.
- Focus is on business attraction and developing an entrepreneurial ecosystem.
- Currently looking to fill the two MainStreet ambassador positions. Looking to get them hired in January and onboarded in February.
- Looking at a business attraction program, pop up shops, and a win this space program.
- Also working with City Studio to help supplement our program.

#### **10. COVID Response**

- We need to look at potentially repurposing budget funds if we need to respond to the new COVID measures.
- Will have some funds identified that could be made available in order to have monies in 2022 for grants.
- We should look at how to entice the office workers back downtown.

#### **11. In Camera Item: none**

#### **12. Motion to adjourn –“adjourn the meeting at 9:34 am”**

Moved: Bonnie Wludyka

Seconded: Michelle Giroux

Carried