



Board Of Directors, May 19, 2022

Via Zoom

8:30 A.M.

LDBA Board Meeting

Attending: Bonnie Wludyka, Asaad Naeeli, Scott Collyer, Jerry Pribil, Michelle Giroux,, David Kirwin, Lori Da Silva, Andrew McClenaghan,

Regrets: Nick Vander Gulik, Jason Dickson, Cllr John Fyfe-Millar

Staff: Barbara Maly, Vicki Smith, Kathy McLaughlin

1. LDBA Board Call to Order – Asaad Naeeli

2. 3. Board Minutes approval

Motion: “to accept board minutes from February 17, 2022”

Moved: Bonnie Wludyka Seconded: Lori Da Silva Carried.

3. Fanshawe Announcements

- Michelle announced that 7000 students will be graduating at Budweiser Gardens in June.
- Encouraging families to go into businesses for lunch after graduation in order to celebrate.
- Potential that if this goes well then it may continue in the future.
- First in person graduation since the pandemic

4. Financial Statements

Motion: “A full financial review of the March Bank Reconciliations, cashflow and Income Statement were completed by the Treasure prior to this meeting. As the Treasure, I am satisfied that all is in order. I therefore move the March Statements and Financial Report be approved as presented.”

Moved: Bonnie Wludyka Seconded: Andrew McClenaghan Carried.

5. MainStreet Update

- Andrew McClenaghan is the new board chair of MainStreet
- An effort has been put into measuring success. It is recognized that LDBA is currently the sole funder - there will be a measure of success brought back at the end of the year.
- Still looking for new members from LDBA, but can wait until the new LDBA board slate is brought in
- Going forward MSL would like LDBA to determine what they would like to achieve with the funding that is provided.

6. Governance Committee

- Bylaws
 - Motion to accept the new BIA bylaw number 1
 - Moved: Andrew McClenaghan 2nd: David Kirwin Carried

- Board Applications
 - We currently have 6 applications, and are waiting for a couple more.
 - Interviews will be held in the beginning of June.
 - Generally speaking when asked to sit on the board it is understood that you will sit 2 terms if you are able. Governance Committee will look at this at their next meeting.

7. Advocacy Committee

- Motion: to accept the terms of reference and the policy
- Moved: Andrew McClenaghan 2nd: Scott Collyer Carried
- 2022 Advocacy topic recommended by the Committee -to ask the City to put more resources towards the core, and have a senior leadership role for the core to bring more focus on the downtown
- City will be creating a core area strategic plan - 3 separate strategic plans (downtown, midtown, old east). This would be at a higher level then the current Core Area Action Plan.
- Once Scott Mathers from the City has collected all of his information he will come to the board and present his findings and how they are planning to move forward.
 - Will possibly tack on an extra hour at the next board meeting to provide room for discussion. This would be setting the stage for the City's strategy.
 - Scott Mathers said that Downtown London's Strat plan was very helpful in setting the City's groundwork for starting their own downtown strategic plan.

8. Board Dashboard

- It has been hard to establish baseline measurements due to COVID.
- There are 2 sections to the documents presented; strategic plan metrics and project process. This allows for both quantitative and qualitative information.
- This dashboard does not include MSL metrics as they are working on creating their own dashboard.
- Once the list is established there will be a visual representation of the metrics going forward.
- This will be reported quarterly to the board as well as to the members.

- Would like us to track the residential numbers available as well as the number of office workers. This is not something that we are in control of so shouldn't be on the scorecard, but would still be able to have up to date data on this.
- Would love to see some specific benchmarks year over year going forward. This would help us understand the street level activity.
- It was recommended to also try to measure the square footage of a business versus number of openings and closings.

9. Finance Committee

- We require one new member on the Finance Committee. David is happy to serve until the end of his term.

10. Board Poll

- Should we be holding in person meetings, or virtual meetings?
- We will look into the capability of holding hybrid meetings. Hybrid technology exists. The owl that takes up a separate window on zoom (cost of approx \$1000) works well. Facebook portal does the exact same thing (cost of \$150).
- Virtual is easy to be able to attend. Possibly have the quarterly meetings in person and the rest online.
- We should also consider leading by example and make an effort to meet in person as we are encouraging our commercial partners to come back to the office. This could be traveling to separate spaces that have more room for physical distancing.
- We will bring this up again in September to determine how to move forward.

11. In Camera Item: no items to report

12. Motion to adjourn –“adjourn the meeting at 9:35 am”

Moved: Asaad Naeeli Seconded: Scott Collyer Carried