



Board Of Directors, June 16, 2022

Via Zoom

9:00 A.M.

LDBA Board Meeting

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

Guest: Scott Mathers

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

Staff: Barbara Maly, Vicki Smith

1. LDBA Board Call to Order – Asaad Naeeli

2. 3. Board Minutes approval

Motion: "to accept board minutes from May 19, 2022"

Moved: Bonnie Wludyka Seconded: David Kirwin Carried.

3. In Camera

Motion: to move in camera for Board Selection Task Force update

Moved: Andrew McClenaghan Seconded: Bonnie Wludyka Carried

Motion: to move out of camera

Moved: Andrew McClenaghan Seconded:

4. Financial Statements

Motion: *"A full financial review of the May 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 May Statements and Financial Report be approved as presented."*

Moved: Bonnie Wludyka Seconded: Scott Collyer Carried.

5. Staff Update

- Shop Downtown 2 Win - just over 230 businesses participated and just over 1300 customers participated
- Downtown in a Box - running a Father's Day gift box now.
- Just developed a new sponsorship program with a matrix. Seven events have been juried now.
- Richmond Row concert series began in June, this is supported by a CUI grant that was received.

- Winter Wonderland being planned with other organizations to connect Victoria Park to Covent Garden Market with events and activations leading up to Christmas
- Pure Harvest Table is being led by Bell Media that will focus on our agricultural heritage and local business. This will be 3 blocks on Dundas Place, there will be a long table dinner and music. Restaurants will be able to showcase their farm-field menus
- Have been 2 grand openings this month. 20 businesses opened so far in 2022 and 8 more to come that we are aware of.
- A new member resource package has been created and will launch soon.
- Spring planters have been planted. There are 72 planters planted.
- Construction dollars have been received from the City and we are working on a plan to circulate.
- Aaron McMillan started a few weeks ago as our new Manager of Marketing and Events
- Will have an annual member survey to go out in the end of June. Would like board assistance from Board members to help conduct the annual survey. Barb asks board members to reach out to her if they are able to help.
- Let Barb know if you have any ideas regarding possible bus trips to a BIA for information and best practices. This would be the end of this year in order to include the new board slate as well, or else in early next spring.

6. Motion to adjourn –“adjourn the meeting at 9:25 am”

Moved: Andrew McClenaghan Seconded: Bonnie Wludyka Carried

Core Area Strategic Plan Presentation by Scott Mathers

- Deputy City Manager of Planning and Economic Development.
- Core Area Action Plan has initiatives that are short-term, medium-term, and long-term
- This plan would be tabled Dec 2022 with decisions made by Council in 2023
- Core Area focuses on Downtown London, Old East Village, and Midtown areas.
- Looking to develop a vision for each of these areas that will have strategic areas of focus.
 - Would like in July to September to determine what areas to focus on. Will be able to use Downtown London’s strategic plan as a basis
 - Will need to slightly tweak the DTL plan information to make sure it applies to the entire downtown aread, not just the DTL focus.
 - Will determine an entire downtown vision.
- Comments from downtown board.
 - Need to include a safety aspect - a warm, welcoming and safe environment



- Somehow include the return on investment
- Draft focus areas of discussion for Council
 - Growing our economy
 - Creating a safe and welcoming environment
 - Getting feet on the street
 - Driving residential development
 - Maximizing our economic potential (eliminating core vacancy)
- Next steps:
 - Bring forward to the Senior City Leadership team
 - Integrate the core area strategy document into the engagement process for London's next Strategic plan
 - Come back to the DTL board at a future date for some more feedback.