



**Board Of Directors, August 18, 2022**

**Via Zoom**

**9:00 A.M.**

**LDBA Board Meeting**

Attending: Bonnie Wludyka, Asaad Naeeli, Scott Collyer, Michelle Giroux, Lori Da Silva, Andrew McClenaghan, Jerry Pribil, Nick Vander Gulik, Cllr John Fyfe-Millar,

Regrets: Jason Dickson, David Kirwin

Staff: Barbara Maly, Vicki Smith, Kathy McLaughlin

**1. LDBA Board Call to Order – Asaad Naeeli**

**2. Board Minutes approval**

Motion: “to accept board minutes from June 16, 2022”

Moved: Lori Da Silva    Seconded: Andrew McClenaghan    Carried.

**3. 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 July Statements and Financial Report be approved as presented.”*

Moved: Bonnie Wludyka    Seconded: Jerry Pribil    Carried.

**4. MainStreet London Quarterly Report**

- In July a program was held at the Grove in partnership with OEV, there were 100 attendees
- Have launched a direct attraction campaign. Are working with City Plaza for pop up shops and address vacancy
- Window activations
- \$20,000 pool of funding for the Business Attraction Grants. Are currently at \$14,000 and LEDC is working to make sure that if needed there is more funding available
- UPstart Retail Accelerator - an opportunity to create a retail accelerator at 189 Dundas. Working with Dundas Place and the City of London on this.
- So far the amount of activity so far, and look forward to more quantitative measures going forward.
- Michelle will connect Kathy with the program that does window displays.
- John Fyfe-Millar has asked to be cc'd on any emails to the City regarding permits. He might be able to help move the program forward.

## 5. Committee Updates

- Advocacy Committee
  - Update the minutes to July date.
  - met and discussed the Forgotten519 and Homelessness issue and created a letter for the City, but as the City and the group came to an agreement it was felt that the letter did not need to be sent.
- Nomination Committee
  - All new board members are willing to let their names stand.
  - Recommendation was to approach the 6 individuals selected for the coming term and have 3 members in waiting if there is any attrition
  - One person has been approached to be a member of the MSL board instead.
  - There would be 6 new directors and 6 returning directors.  
Motion: To approve the preceding individuals be presents as the recommended slate of Board members for the 2023-2026 term at the fall AGM.  
Moved: Andrew      2nd: Asaad      Carried

## 7. AGM Timelines

- No questions regarding the AGM timeline as presented.
- Annual survey and draft workplans and budget requirements are in progress.
- It is recommended to be a virtual meeting - it is easier to plan for virtual. A survey was completed with only 12 responses. 4 wanted in person, 3 preferred virtual, and the rest did not care. With the proposed speaker panel it would be easier to hold virtually as the speakers are not in London.
- Lori, Bonnie, and Nick would like to see the meeting in person
- Staff will look into possible venues to see if we are able to switch to in person.
- The Good Foundation Theater at Fanshawe would be available for a venue
- An email will be sent out confirming where we hold the meeting
- Will need to keep the voting as only in person.
- Will need to hire technical assistance for presentations
- A decision will be made by email within the next week with budget and location being approved by email by the board.  
Motion ' defer consideration of this item until details are sent via email. A vote will be made by email.  
Moved: Scott      2nd: Andrew      Carried

## 8. Staff Updates and Q2 Quarterly Report

- Target for the membership mixer attendance was 33 people. We were quite happy with this attendance.

- Next one will be sharing the Digital MainStreet program with members. We are also looking at sharing City projects such as the parking review at another mixer.
- How can we keep the people engaged that are participating in events such as the Shop to Win. Aaron is working on determining this.
- The construction dollars are being circulated through contesting and scavenger hunts. We are making creative ways to get them out there and trying to get them redeemed before the short deadlines arrive.
- City staff has hired a retail and urban planning consultant to determine why there are retail vacancies, to determine the root cause of the vacancies as to whether it is the safety/security issues.
- Barb is going to follow up and see if there is an integrated map with construction that is happening within the downtown.
- Much of the construction happening in the downtown area is being funded by the Federal Government and there are timelines as to when the work needs to be completed.

### **3. In Camera**

Motion: to move in camera for a human resource issue

Moved: Bonnie Wludyka      Seconded: Michelle Giroux      Carried

Motion: to move out of camera

Moved: Bonnie Wludyka      Seconded: Asaad Naeeli      Carried

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

Moved: Andrew McClenaghan      Seconded: Bonnie Wludyka      Carried