



Board Of Directors, November 17, 2022

Citi Plaza

8:30 A.M.

LDBA Board Meeting

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

Regrets: Jason Dickson, Michelle Giroux, Jerry Pribil, 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 September 29, 2022"

Moved: Bonnie Wludyka Seconded: Scott Collyer Carried.

3. Financial Statements

Motion: "A full financial review of the October Bank Reconciliations, cash flow 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 October Statements and Financial Report be approved as presented."

Moved: John Fyfe-Millar Seconded: Andrew McClenaghan Carried.

4. MainStreet London Quarterly Report

- Looking for a new board removal process which will have 4 LDBA members, 4 members at large, and 1 City representative.
- Would like to make a business case to determine how to spend the money in the year – would like to set a service contract with BIA sending a certain amount of dollars and the BIA could say how to spend the money. This would set the way to move forward with other service contracts. This will be finalized in Q1 and come back to LDBA with the plan
- Have been many opportunities to collaborate with other organizations for some new programs. Participating in conversations with the City to move initiatives forward.
- From the report the was sent out, they are either on target or overachieving on the targets that were set earlier in the year
- Our Food Future is a program that has been put forward to work on next year. Not a lot of details on this yet as it is still in the works.

- Working on pop up shops and upstart accelerator. Determined to wrap up the pilot program for this and will be looking at another possible space in 2023.
- Direct attraction prospects are being worked with to bring downtown.
- Would it be a consideration to create a funding source for bringing prospects to landlords? Currently act as a resource to both the realtors and the landlords
- A possible mentoring program with older established businesses to new upstart businesses. Working with entrepreneurial ecosystem program to determine how best to help new businesses that are in the pipeline to come downtown.
- MSL's next formal scheduled check in to the LDBA board is in February.
- Would like to be able to bring the MSL board members to the governance session for the LDBA board in the new year.
- If there any ways to take advantage of the Tourism Relief Program funding that is available for March. Applications need to be in by the end of the month.

5. LDBA Quarterly Report and Staff Update

- 2022 was a benchmarking year for us. We have a better indication of what is realistic for a non-covid year.
- Seasonal planters are being installed this weekend.
- Increased number of member calls for support for business openings.
- Looking at doing a website refresh next year as we look at the branding refresh. How to make the BIA brand distinctive.
- Getting bulk purchases from employers looking to give to their employees and clients.
- Security grants – have received 28 applications, still waiting on the backup paperwork to be able to release the funds
- Out and about cards were received from the City 2 weeks ago, we are getting them out into the community for spending.
- Patio grants, we exceeded the funding that the City initially allotted to s and we were able to secure further funding from them.
- Community Summit for the homelessness issue – this was invite only from the City. We were able to have 2 board members and 2 Richmond Row business owners attend. The different organizations are working well together and we know there is a lot more work to do, but it is heading in the correct direction. Everyone was in the room talking about the problem and the next steps. There will be a December meeting and a January meeting to discuss further for delivery in the next year. Business has been invited to the table for this discussion for the first time.
- The frustration for business owners is the community standards being upheld. There needs to be funding to support this

- Barb will be meeting with the PR company to determine how to advocate for the businesses and the supports that are needed. Businesses need a fair environment in which to operate.
 - Need strong data to support
 - Need to know what the office workers number is downtown as of today. This number was 38,000 but that was prior to COVID.

6. December joint board meeting

- Both new and old board. Will be a meeting and then a lunch. Will be Dec 13 11am-1pm in Citi Plaza

7. Board End of Term Evaluation

- Reminder to fill out the board survey.

9. In Camera

No in camera portion

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

Moved: Andrew McClenaghan

Seconded: Bonnie Wludyka Carried