



Board Of Directors, January 24, 2023
Downtown London Boardroom
8:30 A.M.

LDBA Board Meeting

Attending: Asaad Naeeli, Bonnie Wludyka, Scott Collyer, Michelle Giroux, Keith Brett, Marcello Vecchio, Michael Pottruff, Michaelanne Hathaway, Kristin Nielsen, Steve Pellarin, David Ferreira, Carolynn Conron

Regrets: Nick Vander Gulik

Staff: Barbara Maly, Vicki Smith

1. LDBA Board Call to Order – Asaad Naeeli

2. Board Minutes approval

Motion: “to accept board minutes from December 13, 2022 with correction to the SWOTA will be SWAN”

Moved: Bonnie Wludyka Seconded: Scott Collyer Carried.

3. Financial Statements

Motion: “A full financial review of the December 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 December Statements and Financial Report be approved as presented.”

The 2022 levy clawback was higher than expected and we may need to expect that for 2023 as well.

Moved: Bonnie Wludyka Seconded: Asaad Naeeli Carried.

4. 2023 Board Elections

- Board Chair
 - Nomination: Scott Collyer
 - moved: Asaad Naeeli 2nd: Bonnie Wludyka Carried.
- Board Vice-Chair
 - Nomination: Steve Pellarin (accepted)
 - moved: Scott Collyer 2nd: Asaad Naeeli Carried.
- Treasurer
 - Nomination: Bonnie Wludyka
 - moved: Scott Collyer 2nd: Asaad Naeeli Carried.
- Secretary
 - Nomination: Michelle Giroux

- moved: Scott Collyer, 2nd: Asaad Naeeli Carried.

5. Committee Members

- Governance Committee
 - Requires at least 3 board members
 - Nomination - Marcello Vecchio, Michaelanne Hathaway, Mike Pottruff

Motion: to accept the slate as presented

Moved: Scott Collyer 2nd: Asaad Naeeli Carried

- Finance Committee
 - Requires 1 board member at large
 - Nomination - Kristin Nielsen. Scott Collyer, Asaad Naeeli, Bonnie Wludyka, Michelle Giroux

Motion: to accept the slate as presented

Moved: Scott Collyer 2nd: Bonnie Wludyka Carried

- Advocacy Committee
 - Requires at least 3 board members
 - Nomination - Scott Collyer, Bonnie Wludyka, Kristin Nielsen

Motion: to accept the slate as presented

Moved: Scott Collyer 2nd: Asaad Naeeli Carried

- MainStreet Board
 - Requires 3 board members at large
 - Nomination - Scott Collyer, Michelle Giroux, Steve Pellarin, Asaad Naeeli, Bonnie, Michaelanne Hathaway,Carolynn Conron

Motion: to accept the slate as presented

Moved: Scott Collyer 2nd: David Ferreira Carried

6. Committee Updates

- Advocacy
 - Working with an outside consultant - Kristin Krose from SWAN Public Affairs. This contract has now ended.
 - Have chosen 3 goals for 2023-2025:
 - advocate for a Core Area Champion within the City

- champion for health and homelessness at the City - no direct organization, our merchants need someone to be able to come in and de-escalate the situation
- Welcoming Streets/COAST program for the downtown - so that our merchants are not having to triage inside their businesses. Have a program that is able to respond when there is an issue within the businesses. Will help to empower the merchants
- Need to also advocate our own DTL story - build a relationship with the media to tell the positive stories. Need to swap the perceptions of the downtown

7. Staff Update

- Giving gift cards away as events come downtown. With Brier will be giving away kits to get people into the businesses within the downtown
- Downtown for the Holidays - survey responses had great feedback.
- Public Realm- are working with the City to determine a theme for the downtown.
- Out and About card was successful
- Welcomed 54 businesses to the downtown. A collaborative effort with LEDC, Small Business Centre, and the City
- OBIAA Conference coming in April - working to get the delegates out and into the downtown
- Working on creating an MOU with the City to determine roles of each organization as we work together
 - Will need to start reporting back to the City as these roles become more structured
- DTL submitted a letter regarding the request to have more office space in Westmount Mall. The letter states that
 - What is the board's policy in regards to having more residential downtown along with large office spaces. Should we put support in creating multi use/ residential space in some of the larger office spaces. The more we push this possibly the faster it will occur. This should be a topic of discussion at the Advocacy Committee. Need a balance

8. Board Orientation

- Planned for Feb 22. The orientation will follow the Board Meeting.
- Kay Matthew from OBIAA will be presenting and discussing board governance and the role of a BIA
- Joseph McMillan from the City will be speaking about how the levy is collected

9. In Camera

No in camera portion



10. Motion to adjourn –“adjourn the meeting at 9:39 am”

Moved: Bonnie Wludyka

Seconded: Michelle Giroux

Carried