



**Board Of Directors, May 25, 2023**  
**Downtown London Boardroom**  
**8:30 A.M.**

**LDBA Board Meeting**

Attending: Marcello Vecchio, Scott Collyer, Steve Pellarin, David Ferreira, Michaelanne Hathaway, Kristin Nielsen, Michelle Giroux,Carolynn Conron, Michael Pottruff  
Regrets: Keith Brett, Bonnie Wludyka, Nick Vander Gulik, Asaad Naeeli  
Guest: Scott Mathers  
Staff: Barbara Maly, Vicki Smith

1. **LDBA Board Call to Order** – Scott Mathers
  
2. **City Strategy Presentation**
  - Working on multiple projects
    - Community improvement plan financial incentive - report with how to move forward with the plans
    - Core area land and building vacancy reduction strategy - ill address commercial vacancy in the core.
    - Core Area Action Plan Update - will have a report coming out that will talk about what worked, what can do moving forward
    - Downtown Parking Initiatives - key items flagged was a need for reserved parking
    - 2023-2024 Strategic Plan
  - Over 1200 responses in Core Area Strategy Engagement
  - Challenges include: homelessness, mental health, safety and security, parking, violence and crime, construction projects, garbage and waste, traffic, vacant buildings, public transit
  - Have 5 expected results for the Core: increased and diversified economic activity, increased residential occupancy and livability in the core, increased commercial occupancy, more activities and events in the core offering diverse and inclusive experiences, increased safety in the core.
  - Items such as homelessness and safety fit in other areas of the plan.
  - Next they will look at the 5 strategies and determine actions.
  - Council will take on a target setting exercise that will provide 0.5% additional investment for planning purposes. Anything else added in will be a new investment for the core and will need to be added in to the base budget.
  - Next steps: will bring a business case to support Core Area initiatives for City Council's consideration. The community will need to see a value in the plan as well. This will be to determine what best provided impact last time around. This

will allow for course correction. There will be a public participation touchpoint as well.

- One of the draft strategies for diversified economic activity is a possibility of creating a single point of contact to better serve the business community. This will need to be fleshed out further to determine who will focus on this and make it a priority.

### **3. Board Minutes**

Motion: "to accept board minutes from April 27, 2023"

Moved: Michelle Giroux                      Seconded: Marcello Vecchio                      Carried.

### **4. Financial Statements**

Financial Statements will be tabled until the June board meeting.

### **5. LDBA Staff Report**

- We are in the planning stages for Downtown for the Holidays. The team is looking to double the attendance from 100,000.
  - Interest for mini markets from downtown merchants. Staff are looking at this currently to see if it is feasible.
- First Downtown Champions meeting occurred this month.
- Had over 60 applications for sponsorship to review and award sponsorship.
- Plants will be planted in the next week or so.
- Pressure washing program has started for the year. It is
- Last week we had over 50 businesses participate for the Naloxone training that Shoppers Drug Mart put on for us.
- Construction Dollars are back - we will be leveraging construction dollars for future years - this will include Blackburn media promotion
- We will be starting a new business spotlight program in the next couple of weeks and this will be used to try to get more businesses on board of the Downtown Dollar gift card program.
- We are transferring to the OBIAA CRM database currently.
- Annual member survey will go out soon. It will go out to the board before sending out.
- We have had 6 grand openings since March

Motion: to go In Camera

Moved: Michelle Giroux                      2nd Marcello Vecchio

Motion: to exit In Camera

Moved: David Ferreira                      2nd: Michelle Giroux



**10. Motion to adjourn –“adjourn the meeting at 9:56 am”**

Moved: David Ferreira

Seconded: Michelle Giroux

Carried