LDBA Board Meeting

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

1. **LDBA Board Call to Order** – Scott Collyer

2. **Board Minutes**
   Motion: “to accept board minutes from June 22, 2023”
   Moved: Bonnie Wludyka Seconded: Kristin Nielsen Carried.

3. **Financial Statements**
   Motion: “A full financial review of the July Bank Reconciliations, cash flow and Income Statement were completed by the Treasurer prior to this meeting. As the Treasurer, I am satisfied that all is in order. I therefore move the July Statements and Financial Report to be approved as presented.”
   Moved: Bonnie Wludyka Seconded: Michealanne Hathaway Carried.

4. **Finance Committee**
   - The city has let us know that our levy write-off will be approximately $200,000.
   - We are working with the City to implement a system where they give us more notice on whether any large reassessments are expected so that we can budget for the write-offs earlier.

5. **CP2 Bylaw Update**
   - CP2 passed at council in July and the new CP2 is now in effect.

6. **AGM Update**
   - Will be held on Nov 7 at The London Club. Chief Truong will be our speaker in a fireside chat conversation. We will ask for questions to be submitted from our members.

7. **Membership Survey Results**
   - Received 118 responses. Had positive engagement from our members.
Had consistent responses from retail/restaurant and an uptake from professional services and property owners

Beautification, cleanliness, and streetscaping satisfaction has reduced, but not as significantly as expected due to the uncontrollable factors that occurred this year.

- While the satisfaction level has gone down, the service level from the BIA has gone up.

Recognition of our services has gone up

Increase in satisfaction in marketing and events category

Board members can help to amplify the work of the BIA by sharing the social media posts on their own platform.

Is it possible to market areas differently to help differentiate areas of the downtown and promote different areas.

The survey results will be shared with our members at the AGM. Remind people that if you fill out the survey then you get the results from the survey - an enticement to get members to fill it out.

Themes that ran throughout the responses included: addressing things that deter people from coming downtown. Traffic/construction. Vacant spaces. Parking and parking costs. Appreciation for LDBA staff. Business to business connection opportunities.

8. LDBA Quarterly Report

- Member issue calls have gone down, this is partially due to us being more proactive.
- We are now tracking media stories - this will help us to determine how to change the narrative of the downtown to a more positive view, while at the same time highlighting the concerns that we have

9. Other

- A business reference table document has been circulated, please provide any feedback if you feel that there is anything missing from the list. This will allow us to make sure that a fulsome list of requests goes to the City

5. In Camera

Motion: to go In Camera
Moved: Bonnie Wludyka 2nd: Asaad Naeeli

Motion: to exit In Camera
Moved: Bonnie Wludyka 2nd: Asaad Naeeli
10. Motion to adjourn – “adjourn the meeting at 9:47 am”

Moved: Mike Pottruf  
2nd: Bonnie Wludyka  
Carried