



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

LDBA Board Meeting

Attending: Kristin Nielsen, Michael Pottruff, Scott Collyer, Steve Pellarin, Michaelanne Hathaway, Keith Brett, Carolyn 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