

2023 ANNUAL GENERAL MEETING



WE ACKNOWLEDGE

that Downtown London is located on the traditional lands of the **Anishinaabek** (Ah-nish-in-a-bek), **Haudenosaunee** (Ho-den-no-show-nee), **Lūnaapéewak** (Len-ahpay-wuk) and **Attawandaron** (Add-a-won-da-run) **peoples**, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

This land continues to be home to diverse Indigenous peoples (e.g. First Nations, Métis and Inuit) whom we recognize as contemporary stewards of the land and vital contributors of our society.

THANK YOU

BIA VOTING RIGHTS

Membership

(4) Members of an improvement area consist of persons who are assessed, on the last returned assessment roll, with respect to rateable property in the area that is in a prescribed business property class and tenants of such property. 2001, c. 25, s. 204 (4).

Determining tenancy

(5) In determining whether a person is a tenant or not, the clerk of the municipality may accept a list provided under clause 210 (2) (b) or the declaration of a person that the person is a tenant and the determination of the clerk is final. 2001, c. 25, s. 204 (5).

One vote

(6) Each member of an improvement area has one vote regardless of the number of properties that the member may own or lease in the improvement area. 2001, c. 25, s. 204 (6).

WELCOME

LDBA AGENDA

9:00 Land Acknowledgement

9:02 Call to Order

9:04 Approval of Minutes - AGM 2022

9:08 Ratify and Affirm Board of Directors actions for 2022

9:12 2022 Financial Statements - Auditor's Report

9:17 Year in Review and looking ahead to 2024

9:38 Downtown London Business Awards

9:58 Presentation of 2024 Budget

10:05 30 Year Anniversary

10:15 Motion to adjourn

Approval of the AGM Minutes

London Downtown Business Association AGM
Friday November 4, 2022
Virtual meeting via Zoom, 9:00 a.m.

MEETING OF THE LONDON DOWNTOWN BUSINESS ASSOCIATION BOARD OF MANAGEMENT:

Attending: Downtown merchants and building owners (attendees listed below)

Staff: Vicki Smith, Kathy McLaughlin, Kathy Navackas, Louise Pyne, Aaron McMillan, Hailey Etchen, Gabriella Kowalski, Ally Postma, Barbara Maly

- **Call to order and remarks** – Asaad Naeeli
Asaad Naeeli called the LDBA meeting to order

1. Conflict of interest – none declared

2. Minutes of November 12, 2021 Annual General Meeting

Motion: “to approve the minutes of the November 12, 2021 AGM”

Moved: Lori Da Silva 2nd: David Kirwin Approved

3. London Downtown Business Association By-law No 1

Motion: “to approve the London Downtown Business Association’s By-law No 1”

Moved: David Kirwin 2nd: John Fyfe-Millar Approved

4. Actions of the Board of Directors

Motion: “to ratify and affirm all actions of the Board of Directors as presented to the members”

Moved: Michelle Giroux 2nd: John Fyfe-Millar Approved

5. Board of Directors Slate 2023-2026

Motion: “to approve the 2023 to 2026 Board of Directors as presented”

Moved: Lori Da Silva 2nd: John Fyfe-Millar Approved

6. Thank you to outgoing board members

- Thank you to Andrew McClenaghan, David Kirwin, Jason Dickson, Lori Da Silva, Jerry Pribil, and John Fyfe-Millar for all of your work as part of the LDBA board.

7. Approval of audited Financials–Bonnie Wludyka- LDBA Treasurer

Motion: “to approve the LDBA audited financial statement dated December 31, 2021”

Moved: David Kirwin 2nd: Michelle Giroux Approved

8. Review of 2021 and Looking forward to 2022 – Barbara Maly

- BIA is responsible for overseeing the beautification and vibrancy of the downtown, maintaining municipally owned properties, and promoting and marketing the area as a commercial, dining, and shopping district
- Also working on amplifying the business voice with decision makers regarding positive impacts needed for the area.
- Provided in \$550,000 grants to our members

- More than 700 events with over 850,000 were brought to the downtown this year
- 45 new businesses in the downtown to date this year

9. MSL Presentation–Kathy McLaughlin

- Focusing on economic development activities in the downtown
- Mission is to be a catalyst, connector, and collaborative partner working with a broad network of organizations
- Creating a entrepreneurial ecosystem to support business attraction and business expansion.
- Have worked on an upstart accelerator, window activations in vacant shops, business attraction, working on a food and beverage sector focus for recruitment in 2023

10. Presentation of the Proposed 2023 Budget–Bonnie Wludyka- LDBA Treasurer

- No questions from the members.

11. Adjournment

Motion to ‘adjourn the LDBA AGM at 9:55am’

Moved: Steve Cordes **Second:** Lori Da Silva **Carried**

MOTION TO APPROVE

RULES OF ENGAGEMENT:

Each member of an improvement area has one vote regardless of the number of properties that the member may own or lease in the improvement area. 2001, c. 25, s. 204 (6).

(Members of an improvement area consist of persons who are assessed, on the last returned assessment roll, with respect tot rateable property in the area that is in a prescribed business property class and tenants of such property. 2001, c. 25, s. 204 (4).)

MOTION:

to accept the minutes of the November 4, 2022 AGM.

Ratify & Affirm

Board of Directors
actions of 2023

WHEREAS,

all actions by the Board of Directors from November 5, 2022 to November 7, 2023 have been duly presented to the members at a members' meeting duly called and assembled, be it:

RESOLVED,

that the members of the BIA do hereby ratify and affirm all actions of the Board of Directors as presented to the members.

MOTION TO APPROVE

RULES OF ENGAGEMENT:

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MOTION:

to ratify and affirm all actions of the Board of Directors as presented to the members

THANK YOU 2023-2026 LDBA BOARD



Asaad Naeeli
FORMER LDBA CHAIR

Dos Tacos
Richmond



Bonnie Wludyka
LDBA BOARD TREASURER

Citi Plaza
Wellington



Carolynn Conron
DIRECTOR

Conron Law
Talbot



Councillor David Ferreira
DIRECTOR

Councillor, Ward 13



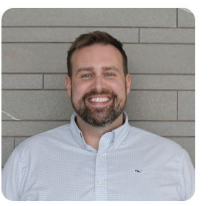
Michaelanne Hathaway
DIRECTOR

Stache Fabric and Notions
King



Michelle Giroux
LDBA BOARD SECRETARY

**Fanshawe College,
Downtown Campus**
Dundas



Nick Vander Gulik
DIRECTOR

**Shoppers Drug Mart -
Vander Gulik Pharmacy Inc.**
Richmond



Keith Brett
DIRECTOR

ANNDining
Ann St.



Kristin Nielsen
LDBA ADVOCACY COMMITTEE
CHAIR

Glen CORR Management
Richmond



Marcello Vecchio
DIRECTOR

Farhi Holdings Corporation
Richmond



Michael Pottruff
DIRECTOR

London Police Service
Dundas



Steve Pellarin
LDBA BOARD VICE-CHAIR

**London Small Business
Centre**
Dundas



Scott Collyer
LDBA BOARD CHAIR

Empyrean LLC
Wellington



**Audited
Financials**

KPMG LLP
140 Fullarton Street Suite 1400
London ON N6A 5P2
Canada
Telephone 519 872-4880
Fax 519 872-5684

INDEPENDENT AUDITORS' REPORT

To the Board of Directors of London Downtown Business Association

Opinion

We have audited the combined financial statements of London Downtown Business Association (the "Entity"), which comprise:

- the combined statement of financial position as at December 31, 2021
- the combined statement of operations for the year then ended
- the combined statement of change in net financial assets for the year then ended
- the combined statement of cash flows for the year then ended
- and notes to the combined financial statements, including a summary of significant accounting policies

(Hereinafter referred to as the "financial statements").

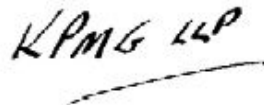
In our opinion, the combined financial statements present fairly, in all material respects, the combined financial position of the Entity as at December 31, 2021, and its combined results of operations, its combined change in net financial assets and its combined cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the "Auditors' Responsibilities for the Audit of the Financial Statements" section of our auditors' report.

We are independent of the Entity in accordance with the ethical requirements that are relevant to our audit of the combined financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



Chartered Professional Accountants, Licensed Public Accountants

London, Canada

April 21, 2022

MOTION TO APPROVE

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MOTION:

to accept the audited financial statement dated
December 31, 2022

MEET! THE DOWNTOWN LONDON TEAM



Barbara Maly
Executive Director



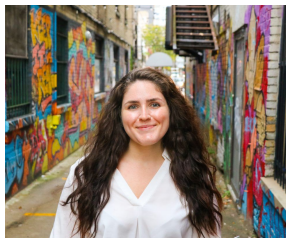
15 years
service

Vicki Smith
Manager of Operations



20 years
service

Kathy McLaughlin
Manager of Business Development



Hailey Etchen
Manager of Programs
and Partnerships



Jocelynn Aubertin
Communications and
Social Media Coordinator



Mara Fraccaro
Administrative Assistant



2023
Year in Review

COMMUNITY PARTNERS

Bell Media



ARGYLE
THE HEART OF EAST LONDON



Canadian Urban Institute

Institut Urbain du Canada



...and many others!

RETURNING VIBRANCY



BIA ONTARIO

ONTARIO MUNICIPAL ACT MANDATE



DOWNTOWN
LONDON
RE-IMAGINED

**OPPORTUNITIES
IN THE HEART
OF LONDON**

Downtown London
Strategy 2021-2025

**Welcoming, Safe and
Vibrant Downtown**

Diversified Economic Base

**Strong Member
Engagement and Support**

**Champion, Catalyst and
Liaison for the Downtown**

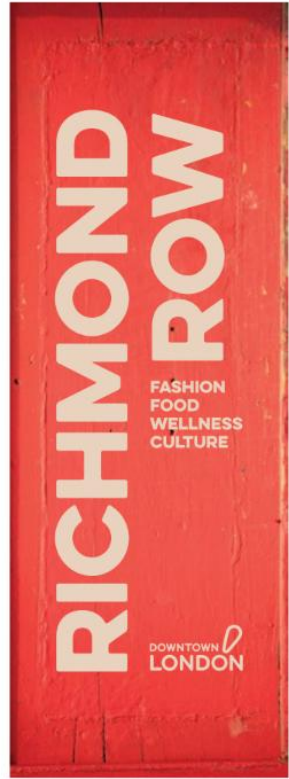
MURALS



UNESCO CITY OF MUSIC



BANNERS



CLEAN TEAM

1091 storefronts power washed
721 graffiti tags removed



BEAUTIFICATION & FLOWERS

**55 planters,
20 hanging baskets**



GIFT CARDS

2 YEAR ANNIVERSARY of the program!

up-spend on cards averages 3.9 times the value of the card
\$400,000 in gift cards circulated



CONSTRUCTION DOLLARS

Deadline for reimbursement at our office is Dec 15.



EVENTS IN DOWNTOWN

Over 1,500 downtown events with over 720,000 people attending in 2023 so far!

The Brier, Fanshawe graduations, AMO Conference, OBIAA Conference and many more!





Downtown for the Holidays



SANTA CLAUS PARADE - NOV 18

LIGHTING OF THE LIGHTS - NOV 24

HOLLY JOLLY HOLIDAY MARKET - NOV 24 - DEC 17

HOLIDAY WINDOW CONTEST - NOV 24 - DEC 17

NYE IN THE PARK



**DOWNTOWN
LONDON**

**COVENT GARDEN
MARKET**
EST. 1841

**DUNDAS
PLACE**

**TOURISM
London
CANADA**

**London
CANADA**

HOLIDAY WINDOW CONTEST



DOWNTOWN LONDON WELCOMES: 47 new businesses AND 1 business expansion!



ANNIVERSARIES

If you have an anniversary or milestone that you would like us to promote please reach out to Hailey. → hailey@downtownlondon.ca



**show DFTH sneak peak
video**

MEMBER MIXER

- 4 member mixers
- 127 total attendees
- Topics discussed include downtown construction, naloxone training, and health and homelessness



What is a hub?

Facilities that will include functions, such as access to health and wellness, 24/7 safe spaces, crisis beds, and a call for referral. To support a timely and direct response to housing needs.



DOWNTOWN OFFICE VISITS

NEW PROGRAM TO SURVEY OFFICE EMPLOYERS

- Employee demographics and employment data
- Expansion/downsizing/relocation/closing/leasing plans
- Employee return back to the office plans and ways DTL can assist
- Identify any other assistance needed



SHOP LOCAL 2 WIN

2023 Shop Local 2 Win Campaign had:

- Over 5,500 entries from over 2,200 unique participants
- 65% of participants said they shopped more
- 61% tried new places because of the contest



SHOP | LONDON | 2WIN

Today's the day!

Enter for your chance to win:

\$1,000
Weekly Draw

plus

A Grand Prize of \$1,500!



HAPPY HOUR

People got happy!

- 96 contest participants - 7 of the 10 winners dined at a downtown business!
- over 5,600 website visits
- over 17,600 video views
- overall reach of over 30,000 people!

Businesses got happy too!

- 16 number of downtown businesses involved



IT'S HAPPY HOUR

LETTUCE
GRAB
A BITE

A plate of lettuce salad with various toppings like blue cheese, nuts, and tomatoes. Numbers 6 through 12 are written in orange around the plate, with arrows pointing to different parts of the salad.

HappyHourLondon.ca

The logo for Happy Hour London On, featuring a fork and a spoon inside a circle with the text 'HAPPY HOUR LONDON ON'.

IT'S LESS ABOUT THE HOUR

MORE
ABOUT
THE HAPPY

A large burger with a beef patty, cheese, lettuce, tomato, and onion on a sesame seed bun.

HappyHourLondon.ca

The logo for Happy Hour London On, featuring a fork and a spoon inside a circle with the text 'HAPPY HOUR LONDON ON'.

MARKETING CAMPAIGNS

We coordinated marketing campaigns with:

- TOURISM
- LEDC
- CITY OF LONDON
- LONDON KNIGHTS

We advertised on:



GRANTS and LOANS

Downtown London Grants

- Property Damage Grant
- Holiday Window Enhancement Grant
- \$38,500 in grants to date

City of London Grants and Loans

- Facade Improvement Loan
- Upgrade to Building Code Loan
- Core Area Safety Audit Grant
- Core Area Boulevard Cafe Grant
- Core Area Sign Grant
- \$480,000 in grants and loans to date



Holiday Window Enhancement Grant 2023

| | |
|--|--|
| What is it? | <ul style="list-style-type: none"> • A one-time grant to assist members with enhancing and improving holiday/winter window display decorations. The grant is a maximum of \$500 per business. • In order for a business to be eligible for the grant they must be at storefront level. • By applying for this grant, you are automatically entered into Downtown London's 2023 Window Display Contest. <p>Deadline: Limited funding available. Apply while supplies last.</p> |
| How does it work? | <ul style="list-style-type: none"> • Business owners contact Downtown London staff to express interest in the grant, share the scope of interested materials (to check eligibility) and projected costs. Staff send out applications for business owners to submit eligible work for the grant. • Owner completes the application form, including the proposed expenses, and submits this form to Downtown London staff for approval. • Business owner submits official paid receipts for approved expenditures. • Staff review submitted application, copy of receipt/cancelled cheque or e-transfer receipts to verify actual expenditures, approve payment of a maximum of \$500 per business. Note: Staff are bound by strict confidentiality agreements and cannot share information you submit for review and approval. |
| What businesses are eligible? | <ul style="list-style-type: none"> • All downtown businesses that are at the storefront level and are looking to decorate their window. • Expenses must be dated between January 1, 2023 and November 24 2023. |
| What purchases are eligible? | <ul style="list-style-type: none"> • Winter themed decorations • Holiday decorations • Decorative window paint • Lights • Winter greenery |
| Where do I apply? | <ul style="list-style-type: none"> • Completed applications and receipts should be submitted to: Vicki Smith, Downtown London 123 King Street, London ON N6A T4S (519)665-2002 ext 102 Vicki@downtownlondon.ca |
| When would I receive the grant? | <ul style="list-style-type: none"> • Upon completion of the approved work, after you have paid for the decorations and submitted a copy of your purchase/receipts to Downtown London for reimbursement. • Staff will pay grant via Automated Funds Transfer (AFT) to your account. |

Member Services and Public Realm Grant 2023

CONT'D ON NEXT PAGE...

DOWNTOWN LONDON TRAILS

SCRATCH BAKERY
Downtown
London
Trails
& PATISSERIE





CATALYST, CHAMPION & LIAISON

- Input into City's 2023-2027 Strategy
- At the table for Multi-Year Budget
- Create a 15-20 year Downtown and Core Area Strategy
- Core Area/Downtown Office and leadership at City Hall to breakdown silos, create alignment and work better together
- Participated in advocacy efforts for relief of CEBA repayments.
- One-time LDBA funding support of \$1.16 Million



OBIAA AWARD OF EXCELLENCE



DOWNTOWN LONDON'S TEAM

