



2024 ANNUAL GENERAL MEETING

PRESENTED BY:



Scott Collyer
Board Chair
LDBA



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

LDBA AGENDA

- 1 Call to Order
- **2** Approval of Minutes AGM 2023
- **3** Ratify and Affirm Board of Directors actions for 2024
- 4 2023 Financial Statements -Auditor's Report

- 5 Year in Review and looking ahead to 2025
- **6** Presentation of 2025 Budget
- 7 Downtown London Business Awards
- 8 Motion to adjourn
- 9 Downtown Discussions:A Conversation with the Mayor

THANK YOU!

Thank you **Summit Properties** for sponsoring today's venue.





RESPECTFUL BEHAVIOUR AND INTERACTIONS POLICY

The Downtown London Business Association is committed to promoting a safe, healthy, respectful, and positive environment for all staff and members. This is a place of mutual respect.



Help us create a safe and productive space for all.

- Use respectful language
- Intervene respectfully
- Use empathy and kindness
- Keep to the agenda provided



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).

Approval of the AGM Minutes



London Downtown Business Association AGM Tuesday November 6, 2023 The London Club, 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, Hailey Etchen, Barbara Maly, Jocelynn Aubertin, Mara Fraccaro, Dorothy Quelette

Call to order and remarks – Scott Collyer
 Scott Collyer called the LDBA meeting to order

1. Conflict of interest - none declared

2. Minutes of November 4, 2022 Annual General Meeting

Motion: "to approve the minutes of the November 4, 2022 AGM"

Moved: Michaelanne Hathaway 2nd: Lori Da Silva Approved

3. Actions of the Board of Directors

Motion: "to ratify and affirm all actions of the Board of Directors from November 4, 2022 to November 7, 2023 as

presented to the members"

Moved: Andrew McClenaghan 2nd: Steve Pellarin Approved

4. Approval of audited Financials-Bonnie Wludyka- LDBA Treasurer

Motion: "to approve the LDBA audited financial statement dated December 31, 2022"

Moved: Bonnie Włudyka 2nd: Asaad Naceli Approved

- 5. Review of 2023 and Looking forward to 2024 Barbara Maly, Hailey Etchen, Kathy McLaughlin
- 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
- Created 22 mural projects and designed and installed 20 new Richmond Row banners.
- Pressure washing program expanded to 9 months, cleaning sidewalks, vestibules, storefronts
- \$400,000 worth of gift cards handed out since the program began in Sept 2021
- Provided in \$550,000 grants to our members both the property damage grant and the holiday window grant available this
 year
- 47 new businesses opened in 2023
- More than 1,500 events with over 720,000 were brought to the downtown this year
- Downtown London Trails launching in November starting with the Patisserie Trail

6. Business Awards-Scott Collyer and Barbara Maly

- Business Excellence Award had 9 nominees Taz Hair, Hassan Law, KGK Science. Black Walnut Bakery, Gourmet Deli Heroes Comics, Jill's Table, The Tea Lounge, Art with Panache
- Business Excellence Award winner Jill's Table
- Gerald Gallacher Heart of Downtown Award had 2 nominees Kathy Smith and Jim Yanchula
- · Gerald Gallacher Heart of Downtown Award goes to Jim Yanchula

7. Presentation of the Proposed 2023 Budget -Bonnie Włudyka and Vicki Smith

No questions from the members.

8. 30 Year Anniversary - Scott Collver

- Many changes in last 30 years Millenium Plan projects included: Budweiser Gardens, Central Library, Covent Garden Market, Forks of the Thames.
- · Also saw dynamic events throughout the downtown leading to UNESCO City of Music Designation
- · Have had 9 board terms with a total of 96 board members over the years.

9. Adjournment

Motion to 'adjourn the LDBA AGM at 9:55am'

Moved: Michaelanne Hathaway Second: Asaad Naeeli 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 7, 2023 AGM.

Ratify & Affirm

Board of Directors actions of 2024

WHEREAS,

all actions by the Board of Directors from November 7, 2023 to November 5, 2024 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



Keith Brett DIRECTOR

ANNDining Ann St.



Kristin Nielsen LDBA SECRETARY

Glen CORR Management Richmond



Michael Pottruff DIRECTOR

London Police Service Dundas



Natalie Boot DIRECTOR

Renaissance Massage Therapy and Spa Dundas



Nick Vander Gulik DIRECTOR

Shoppers Drug Mart -Vander Gulik Pharmacy Inc. Richmond



Scott Bollert DIRECTOR

London Music Hall of Fame Dundas



Scott Collver LDBA BOARD CHAIR

Empyrean LLC Wellington



Steve Pellarin LDBA BOARD VICE-CHAIR

London Small Business Centre Dundas

Audited Financials



KPMG LLP

140 Fullarton Street, Suite 1400 London ON N6A 5P2 Canada Telephone 519 672 4880 Fax 519 672 5684

INDEPENDENT AUDITOR'S 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, 2023
- 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 financial statements present fairly, in all material respects, the combined financial position of the Entity as at December 31, 2023, 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 "Auditor's Responsibilities for the Audit of the Financial Statements" section of our auditor's report.

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

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.



Page 3

- Obtain an understanding of internal control relevant to the audit in order to design audit
 procedures that are appropriate in the circumstances, but not for the purpose of
 expressing an opinion on the effectiveness of the Entity's internal control.
- 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 auditor's 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 auditor's 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.

KPMG LLP

Chartered Accountants, Licensed Public Accountants

London, Canada

May 24, 2024

MOTION TO RECEIVE

RULES OF ENGAGEMENT:

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MOTION:

to receive the audited financial statement dated December 31, 2023

BIA ONTARIO MUNICIPAL ACT MANDATE

Marketing & Promotion



Maintenance

+

Beautification

8

Events

MEET THE DOWNTOWN LONDON TEAM $_{o}^{D}$



Barbara MalyExecutive Director



Vicki SmithDirector of Operations



Kathy McLaughlin
Manager of Business
Development



Dorothy OuelletteMarketing and
Communications Coordinator



Judith SmithMembership and Public
Realm Specialist



Laura Visconti Administrative Coordinator



Tristan HughesPolicy and Research
Coordinator



Mackenzie Preszcator Marketing Assistant

2024 Year in Review

LEVERAGING PARTNERSHIPS























































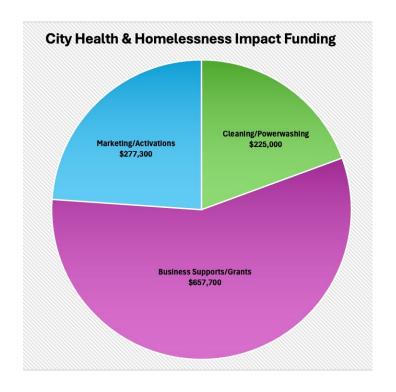


...and many others!

CITY FUNDING

\$1.16 MILLION FOR HEALTH & HOMELESSNESS IMPACTS

- \$657,700 Business support/grants
- \$225,000 Cleaning/power washing
- \$277,300 Marketing/activations



CITY FUNDING - CLEANING AND BEAUTIFICATION

- 800 Graffiti tags removed
- 304 sharps collected
- 881 industrial sized garbage bags collected
- 1686 storefronts and adjacent sidewalks power washed







- SUPERGUIDES



- Business support and information sharing
- Event and campaign support
- Safety and security reporting
- Cleaning and maintenance reporting
- Deploying City and community resources
- Welcoming and greeting visitors
- Helping visitors with directions

CITY FUNDING

- FACADE and SAFETY UPGRADES

Facade Grant recipient





Safety Grant recipient





CITY FUNDING - FACADE UPGRADES

Facade Grant recipient



Facade Grant recipient





CITY FUNDING -BEAUTIFICATION AND PROMOTIONS



DOWNTOWN CHALLENGES

Business / Local Business / Local News

London has Canada's highest downtown office vacancy rate. Is there a fix?

London leads the nation in empty downtown office space, just-released figures from the commercial realty firm CBRE show.

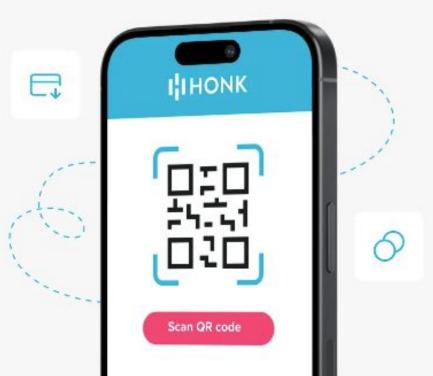




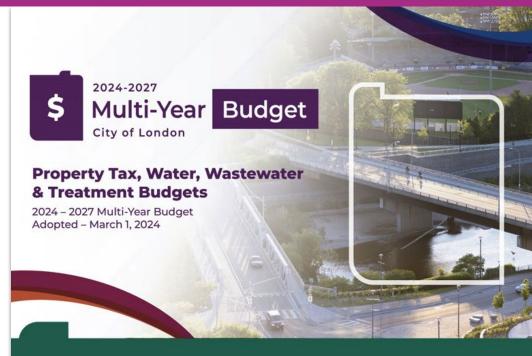


• Advocating for parking relief





- DOWNTOWN Master Plan
- A comprehensive
 Downtown Strategy /
 Vision & 10+ year
 commitment for
 implementation
- Funding and resources





DOWNTOWN MASTER PLAN

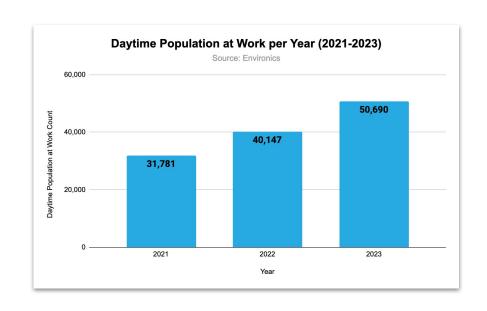


• 19 special constables being hired



LOOKING FORWARD

- 5,000 Residential Units being added within the next 5 years
- 1,800 Residential Units recently completed or currently under construction
- Downtown daytime population slowly increasing



DOWNTOWN FOR ALL LONDONERS

- The HEART of our city
- 8x more tax assessment value per sq km
- Economic prosperity
- Quality of life indicator
- Our city's brand and identity
- Creates community pride and belonging



LEARNING SERIES

This year the courses offered were:

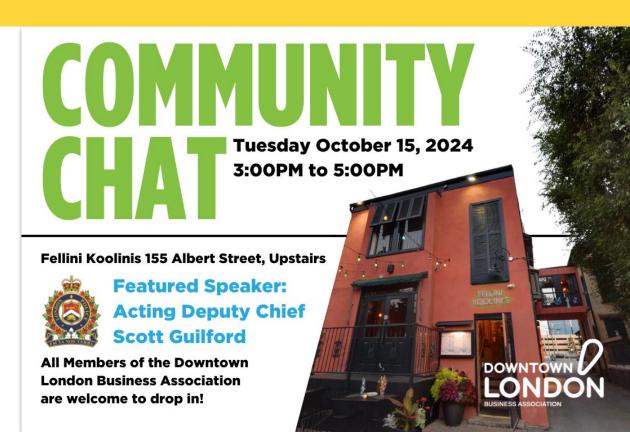
- Tax Compliance
- Value Proposition
- Customer Service Masterclass
- General Marketing & Promotions Panel
- Digital Marketing
- Visual Merchandising



DOWNTOWN COMMUNITY CHATS

- 9 Member Mixers
- Over 200 Members
 Attended





DOWNTOWN LONDON WELCOMES:

39 new businesses AND 3 business expansions!



MEMBER MILESTONES

- Serratore Shoe 100 Years!
- Marienbad Restaurant 50 Years!
- La Casa 30 Years!
- Jill's Table 25 Years!
- Nova Vita 25 Years!
- Gourmet Deli 25 Years!
- Diamani Jewellers 25 Years!
- Coakleys 10 Years!



...and more!

MURALS



The Grand
Theatre
mural
created by
artist
Ola Volo



BEAUTIFICATION EFFORTS





Downtown London Trails

November 29 - December 31 | Downtown

Lighting of the Lights

November 29 | 5:30pm - 7:30pm | Victoria Park

Holly Jolly Holiday Market

November 29 - December 22 | Covent Garden Market

Holiday Window Contest

November 29 - December 20 | Downtown

Carousel

December 6 - December 15 | Corner of King & Talbot

New Year's Eve in the Park

December 31 | Victoria Park



















HOLIDAY WINDOW CONTEST





OFFICE VISITS

Top 3 Themes Preventing Employees Return to Office

- Parking costs/availability in close proximity
- Safety and security perceptions
- Ongoing construction



DO BUSINESS HERE









DOWNTOWN DOLLAR GIFT CARD

- Downtown dollar gift card distribution
 -\$175,000 cards in circulation so far in 2024
- Average up-spend of 65%
- \$20 gift card = a \$53 spend in your store



DOWNTOWN LONDON TRAILS







LOVE LOCAL 2 WIN

Contributed over \$126,000 in downtown economic impact

- 2024 winners:
- J. Dee's Market Grill
- The Tea House
- Winks
- Mercantile Fine foods
- Magpie's Collected Creations
- Renaissance Massage





EVENTS IN DOWNTOWN



ANNUAL SURVEY RESULTS

Top three strategic advocacy topics for LDBA Board and Staff to focus on in 2025 in order of importance:

- 1. Health and Homelessness Crisis
- 2. Parking Solutions
- 3. Long-term Downtown Vision

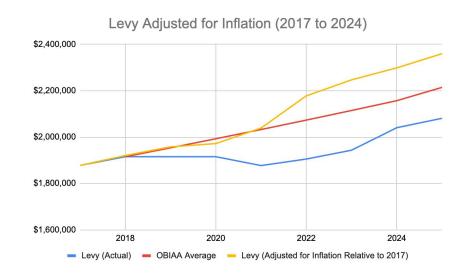


Budget Presentation

LEVY COMPARISON

BIA Information

- Downtown London polled 24
 BIA's including similar size BIA's over half are proposing budgets with an increase of at least 3%.
- Downtown London is proposing a budget increase of 1.5%, or \$30,773.
- A \$3 per month increase for 78% of our membership



LEVY BREAKDOWN

- 2024 budget included \$1.16 million from City of London
- 2025 BIA budget is 48% less than in 2024
- 2025 average levy is \$1,106.90

2025 Full Levy Breakdown by Program

\$1106.90	\$343.14	\$210.31	
100%	31%	19%	
Total Contribution	Cleaning, Graffiti, Powerwashing, Safety	Communication and Marketing	
\$166.04	\$121.76	\$99.62	
15%	11%	9%	
Member Services and Retention	Business Development, Advocacy, Best Practice Research	Grants	
\$55.34	\$55.34	\$55.34	
5%	5%	5%	
Beautification	Downtown Events and Activations	Downtown Dollar Gift Cards	

Revenue Overview	(0)			
Revenue Detail:	2024 Approved Budget	2024 Projected Actuals	2024 Projected Variance	2025 Proposed Budget
Municipal Special Levy	2,050,227	2,050,227	0	2,081,00
Tax Write Offs/Allowance	-110,000	-20,000	90,000	-90,00
Net Municipal Special Levy	1,940,227	2,030,227	90,000	1,991,00
Draw from Operating Fund	1,065,000	1,065,000	0	110,00
COVID-19 Relief Funding	0	0	0	
Interest Income	5,000	7,000	2,000	7,00
Miscellaneous Income	0	60,000	60,000	
Total Revenue	3,010,227	3,162,227	152,000	2,108,00
Expenditure Overview				
Expenditure Detail:	2024 Approved Budget	2024 Projected Actuals	2024 Projected Variance	2025 Proposed Budget
Administration				
Wages and Benefits	592,000	590,000	2,000	607,10
Telephone and Internet	9,500	9,600	-100	9,70
Stationery and Supplies	4,000	4,000	0	4,00
Insurance	8,700	9,720	-1,020	9,20
Legal, Audit and Professional Fees	9,000	9,075	-75	9,40
Purchase and Leasing Equipment	18,000	18,500	-500	18.80
Training/ Conferences	18,000	18,000	0	18,80
Meetings and Meals	4,000	3,000	1,000	3,88
Subscriptions/ Memberships	4,500	4,500	0	4,70
Cleaning	9,200	5,300	3,900	3,00
Board Development & Expenses	4,000	2,000	2,000	3,00
Miscellaneous Expense	750	500	250	45
Total Administration	681,650	674,195	7,455	692,00
Rent				
Rent and Hydro	112,000	88,213	23,787	101,00
Move and Leaseholds	30,000	31,000	-1,000	
Move and Leasenblus				

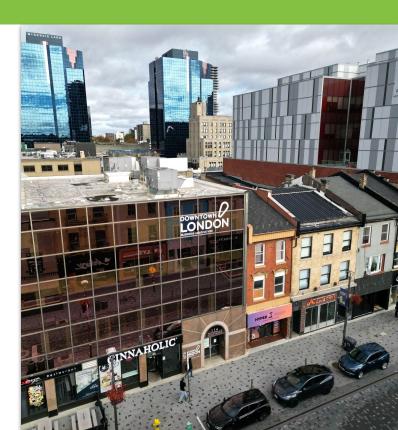
2024 Approv Expenditure Detail: Budge	ed Projected	Projected Pro	2025 Increase oposed Decrease udget over 202	se Change over
Member Services				
Graffiti Removal	54,000	55,000	-1,000	56,500
Member Services and Retention	111,800	102,000	9,800	220,000
Annual General Meeting	8,400	5,000	3,400	8,000
Data Research	15,000	9,950	5,050	10,000
Total Member Services	189,200	171,950	17,250	294,500
Business Development and Public Realm				
Communications and Marketing	226,650	230,000	-3,350	235,000
Event Sponsorships	75,000	70,000	5,000	75,000
Downtown Gift Card Sponsorships	75,000	75,000	0	75,000
Grant Program Through MainStreet	137,500	100,000	37,500	140,000
Business Recruitment	95,000	95,000	0	55,000
Planters	40,000	35,000	5,000	50,000
Public Realm/Art	33,000	70,000	-37,000	22,000
Cleaning and Maintenance	215,500	215,500	0	356,000
COVID-19 Business Relief	1,065,000	1,065,000	0	0
Miscellaneous	1,227	1,000	227	1,000
Total Business Development and Public Realm	1,963,877	1,956,500	7,377	1,009,000
3.				
Other				200
Harmonized Sales Tax	12,500	13,000	-500	11,500
Reserve build up	21,000	115,000	-94,000	0
Total Other	\$33,500	\$128,000	-\$94,500	\$11,500
	90 90	000	(2)	100 100
Total Expenditure	\$3,010,227	\$3,048,858	-\$38,631	\$2,108,000
Net Surplus/ Deficit	0	113,369		0
Draw from / (Contribution to) Operating Fu	nd 0	-113,369	0	0
Net	0	(0	0

2025 BUDGET BREAKDOWN

\$84,900	Administration Costs	 Phones, office supplies and technology, insurance Legal/audit/professional services Organizational memberships Staff and board training
\$101,000	Premises	RentOffice cleaningEquipment leases
\$607,100	Staffing Costs	 Staff salaries Benefits Government remittances
\$1,315,000	Marketing/Public Realm/Member Services.	 Marketing of BIA Public Realm - beautification, maintenance Safety and security Recruitment and Retention Graffiti removal AGM

OFFICE SEARCH AND BUDGET

- Reviewed more than 20 properties
- Office vacancy increasing at a higher rate than storefront
- LDBA focus on new uses for office space
- new office provides a \$90,000 savings over the lease term



GRAFFITI REMOVAL

- Provided on a contractual basis by Goodbye Graffiti
- Goodbye Graffiti is able to use a product that is not damaging to the different heritage surfaces of buildings throughout the downtown.

RETENTION AND MEMBER SERVICES

- Items related to Retention include: member education, experiential trails, grand openings, anniversaries, member mixers, member experience activations, office outreach, mainstreet business outreach
- Also includes marketing assets needed to perform the above mentioned projects.

ANNUAL GENERAL MEETING

- An annual meeting is required as part of the Ontario Municipal Act.
- Date of the AGM is dependent upon the date that the City requires the BIA budget to be sent to the City by.
- Following final Board approval the final budget is presented to members at the AGM prior to submitting budget to council

\$56,500

\$220,000

\$8,000

DATA RESEARCH

- Includes data purchases and research
- Statistical and data reports for measurement and business case development for advocacy purposes
- Software subscription for metric tracking

PLANTERS

- LDBA owns 52 sidewalk planters and 40 hanging baskets located throughout the downtown with 2 installations/yr spring flowers and winter greenery
- The City of London also provides some planters throughout the downtown area
- -Ordering new water retention flower baskets and some new street pole hardware

PUBLIC ART

- 2024 was be the first year of an overarching 3-4 year mural program where LDBA partners with Tourism London and Young and Free Press and will add major public art projects each year
- 2024 we completed 1 mural; the Grand Theatre mural, with the help of a \$50,000 grant from the Municipal Accomodation Tax.
- -2025 planning 1 mural in partnership with Tourism London

\$10,000

\$50,000

\$22,000

CLEANING AND MAINTENANCE

- this is a \$150,000 increase over 2024.
- Clean Team costs provided on a contractual basis by Goodbye Graffiti
- Responsibilities include: sweeping sidewalks, snow shoveling paths at curbs/boulevards to allow sidewalk access from on-street parking areas, litter pick up from public realm. watering and maintaining flowers. proactive and responsive seasonal power washing of sidewalks and storefronts
- -Maintaining power washing at 5 days a week as per feedback from annual survey

COMMUNICATIONS AND MARKETING

- Print materials such as: business cards, posters, signage, annual reports, etc.
- Marketing campaigns
- Downtown Dollar gift card production costs
- Advertising such as: social media, print, radio, tv. partnerships with Tourism, production of social media
- Professional services such as: website design/maintenance, marketing plan, database subscription costs
- Software subscription costs such as: microsoft, survey monkey, Bandwango, adobe, google drive, mailchimp

MEMBER EVENTS AND SPONSORSHIPS

- Includes street activations such as: carollers, street performers.
- Placemaking initiatives
- Specific merchant event sponsorships.
 In 2024 we provided sponsorships to over
 70 events

\$356,000

\$235,000

\$75,000

DOWNTOWN GIFT CARDS

- Sponsorships help to bring downtown events that are put on by outside organizations.
- Only events that help to bring foot traffic downtown which help to bring customers for our businesses are considered for sponsorship.
- Customer purchase of gift cards is outside funding and considered over and above this budget item.

GRANT PROGRAM THROUGH MAINSTREET

- Grants such as the Property Damage Grant and the Holiday Window Grant.
- Grants continues to have high ratings on the member annual survey as a program they most value

BUSINESS RECRUITMENT

- Promotional tools and activities for business recruitment to help fill vacancies in the downtown include items such as: new *Do Business Here* webpage, partnership with LSTAR, landlords and economic development partners.

\$75,000

\$140,000

\$55,000

DOWNTOWN BUSINESS AWARDS



Business Excellence Award



Gerald Gallacher Heart of Downtown Award



NOMINES BUSINESS EXCELLENCE AWARD



Bill Gosling
Outsourcing
345 Ridout Street N



Beerlab! London 420 Talbot Street



KatsuMe Restaurant 171 Queens Ave



Grace Restaurant 215 Dundas Street



The Churchkey 476 Richmond Street



River Room/Bear and Frankie's 130 King Street





523 Richmond Street



Happiness 430 Wellington Street



Vanessa and Peter Willis!

Owners of THE CHURCHKEY





In Memory of Gerald Gallacher



LDBA Board Member 2012 to 2019

LDBA Board Chair 2015-2019



Lori Da Silva



Pablo Tovar





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MOTION:

to adjourn the 2024 London Downtown Business Association Annual General Meeting

A Downtown Discussion

Downtown Discussion

A Conversation with Mayor Morgan and Mary Rowe



Mayor Josh Morgan
City of London



Mary RowePresident and CEO of Canadian Urban Institute