



**Board Of Directors, April 25, 2024
Downtown London Boardroom
8:30 A.M.**

LDBA Board Meeting

Attending: Scott Collyer, Michaelanne Hathaway, Keith Brett, Carolynn Conron, Mike Pottruff, Bonnie Wludyka, Steve Pellarin, Kristin Nielsen, David Ferreira, Scott Bollert, Asaad Naeeli, Natalie Boot

Regrets: Nick Vander Gulik

Staff: Barbara Maly, Vicki Smith

1. LDBA Board Call to Order – Scott Collyer

2. Board Minutes

Motion: "to accept board minutes from February 22, 2024"

Moved: Michaelanne Hathaway Seconded: Kristin Nielsen Carried.

3. Financial Statements

Motion: *"A full financial review of the March 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 March Statements and Financial Report to be approved as presented."*

Moved: Bonnie Wludyka Seconded: Asaad Naeeli Carried.

4. Advocacy Committee

- Asaad Naeeli was voted in as chair of the Advocacy Committee.
- Three topics were chosen to focus on for 2024 these are:
 - i. Development and Implementation of the Downtown Master Plan
 - ii. Health and Homelessness/Safety and Security matters downtown
 - iii. Advocate for adherence on matters pertaining to current City policies related to downtown
- Core Area Parking was discussed

Motion: *'to accept the Advocacy Committee report as presented'*

Moved: Asaad Naeeli Seconded: Mike Pottruff Carried

5. Governance Committee

- Natalie Boot was elected as Governance chair.
- The committee is currently evaluating the roles of the executive

- Board training will take place in June and October. These sessions will focus on determining how to align and move forward DTL's key messages and the roles and responsibilities of the Board at the AGM.

Motion: *'to accept the Governance Committee report as presented'*

Moved: Natalie Boot Seconded: Michaelanne Hathaway Carried

6. Office Move

- Planning and organization of the move is under way. Construction of the space is moving along well and we will be able to move in the week of May 27.
- POI has been hired to move our furnishings
- A video showcasing our new space and how to find us is being created.

7. Q1 Metrics and Staff Report

- The newly launched Trails are doing well
- Grants are underway with some paid out and many in process of receiving the proper documentation to pay them out. 1st intake will be finished as of May 31
- we are taking over the events calendar creation from Dundas Place due to a loss of people at Dundas Place. Part of this is being automated by allowing people to submit events through our online portal.
- We have completed a slight modification to our logo, adding in the words Business Association to better separate the Downtown London organization from the geographical area
- Flowers will be installed in May
- Office visits are off to a slow start, but Barb will begin helping to perform them which will hopefully increase the numbers
- Barb and Graham Henderson are co-chairs of the Health and Homelessness Business Reference table
- The BIA Coordinating meeting is being planned to see if the other BIA's want to participate in a year in review presentation to Council at SPPC.
- The Financial Audit is underway and will hopefully be complete soon.

8. Core Area Parking

- The Advocacy Committee reviewed the letter that is going to council supporting the renewal of 1 hour free parking
- The City removed the Parking Strategy from the budget and we are hoping that it will be picked back up.
- Currently no consistent research on a parking strategy. David will be putting a motion to Council to ask for a study to be completed on the



impacts of the 1 hour free parking project. If it is a paid study, he will also ask for all of the funds to be put back into accessibility for businesses.

9. Motion to adjourn –“adjourn the meeting at 9:34 am”

Moved: Scott Collyer

2nd: Bonnie Wludyka

Carried