



Board Of Directors, August 22, 2024

Zoom meeting

9:00 A.M.

LDBA Board Meeting

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

Regrets: Kristin Nielsen, Nick Vander Gulik, Scott Bollert

Staff: Barbara Maly, Hailey Etchen Vicki Smith

1. LDBA Board Call to Order – Scott Collyer

2. Board Minutes of May 23, June 10, and June 27

Motion: "to accept the minutes of May 23, June 10 and June 27."

Moved: Scott Collyer Seconded: Bonnie Wludyka Carried.

3. Financial Statements

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

Moved: Bonnie Wludyka Seconded: David Ferreira Carried.

4. Health and Homeless Impact Funding update

- Providing 3 different grants – property damage, safety and security, and façade
- Clean Team increased the team numbers to make us more proactive and reduce response times to calls
- SuperGuides program has been brought back. They are filling in the void with the City Ambassadors being gone. They are a one on one connection with our members as well as being available at events. They also help us to identify graffiti, garbage and encampment issues.
- We've increased our hanging baskets available in the downtown. Will expand the winter decorations such as pole snowflake lighting
- Downtown London trails. While beautiful, the trails useage was hard to track. We've purchased Bandwango software to allow us to track use and where they are engaging with businesses. This will allow businesses to provide special discounts and features.

- We have launched our Find it in Friday gift card contest. This allows us to get more people engaged in the downtown businesses

5. AGM Award Committee Selection

- We've put out a call for nominations for the 2 awards. Gerald Gallacher and Business Excellence awards.
- So far we've received a few nominations, and we will be putting out more
- Carolyn, Natalie, David will be on the committee

6. Quarter 2 Metrics and Staff Report

- We've had more businesses close rather than open this year, which is a change compared to the last two years. We know that having to pay back CEBA is causing a higher closure rate, and a lot of the government programs targeted towards small business are done.
- Media stories have been positive and focused a lot on high rise intensification
- Gift card sales and use has increased and more businesses are accepting them.
- We have a location for our AGM – an empty office in 140 Fullarton and we will use it as a launch for our new office availability
- We are looking for a keynote speaker – considering asking the Mayor if he is available to come and talk about downtown programs etc that the City is bringing. We will possibly ask Mary Rowe from CUI to moderate the conversation.

7. City Update

- Downtown Master Plan – asking for the Downtown Champion team/advisory committee within the economic development pillar. He will be asking for the BIA to be included in these talks
- Parking – it would be a good idea to do a municipal review of best practices for parking strategies within downtown commercial areas. This will be going to council to try to promote parking parity within the City.

8. Motion to adjourn –“adjourn the meeting at 9:46 am”

Moved: Bonnie Wludyka

2nd: David Ferreira

Carried.