



**Board Of Directors, February 27, 2025
Downtown London Boardroom
8:30 A.M.**

LDBA Board Meeting

Attending: Kristin Nielsen, Scott Collyer, Bonnie Wludyka, Steve Pellarin, Scott Bollert, Natalie Boot, Asaad Naeeli, David Ferreira, Nick Vander Gulik

Regrets: Mike Pottruff, Keith Brett, Carolyn Conron

Staff: Barbara Maly, Vicki Smith

1. **LDBA Board Call to Order** – Scott Collyer
2. **Board Elections**
 - Chair: nomination of Kristin Nielson. Accepted and acclaimed.
 - Vice-Chair: nomination of Bonnie Wludyka. Accepted and acclaimed.
 - Treasurer: nomination of Nick Vander Gulik. Accepted and acclaimed.
 - Secretary: nomination of Mike Pottruff. Accepted and acclaimed.

Motion: to accept the following as Executive: Kristin, Bonnie, Nick, Mike, Scott C.

Moved: Scott Collyer 2nd: Bonnie Wludyka Carried
3. **Committee Elections**
 - Advocacy: Bonnie Wludyka, Scott Collyer, Asaad Naeeli, Nick Vander Gulik, Kristin Neilsen
Moved: Kristin Neilsen, 2nd: Scott Bollert Moved
 - Governance: Natalie Boot, Scott Bollert, Bonnie Wludyka
Moved: Kristin Neilsen, 2nd: Natalie Boot Moved.
 - Finance: Nick Vander Gulik, Natalie Boot, Bonnie Wludyka, Scott Collyer, one vacancy
Motion: to leave one vacancy on the finance committee until the next board meeting.
Moved: Kristin Neilsen, 2nd: Scott C carried.
4. **Approval of December 12, 2024 Board Minutes**

Motion: To accept the December board minutes.
Moved: Scott C 2nd: Kristin Neilsen Carried
5. **Approval of Financial Statements**

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

Moved: Bonnie Wludyka 2nd: Kristin Neilsen Carried

6. Annual Report

- Has been completed and will be able to send it out to the members.
- We have included the metrics from the \$1.16 funding.
- We will continue the new Community Chat program into 2025.
 - recommendation of having a moderator for the meetings in order to hold structure.
 - Would like the schedule to be created for the year on a bi-monthly schedule so that members can know ahead of time and be able to adjust their own schedules. We can do this for the higher profile guests.

7. Key Messages

- Staff created following the ABC's of communication. Acknowledge, Bridge, and Content.
- We will update these semi-annually so that board members have it going forward, based on the important topics of the day.
- We are attempting to steer information into a positive direction.

8. Strategic Plan

- 2021-2025 Strategic Plan is coming to an end.
- MainStreet action items have changed
- Downtown Master Plan will likely not be completed until spring of 2026.
- Quickstart plans are on track for timing.
- Are we going to extend the Strategic Plan for another year? Or do we want to extend it for another two years.
 - Would like a meeting to discuss how to move forward. A meeting in possibly May using an external facilitator to discuss to tweak what we have to carry forward for another 2 years.

9. City Updates

- The Downtown Master Plan is expected to have a timeline of 10-15 years.
 - Five organizations have moved forward from RFQ to the RFP process for the consultant of the Downtown Master Plan is open, and will be shortlisted by March 12-14. On March 19 it will be



announced who the successful organization to lead the Downtown Master Plan is.

- Quick Start actions are rolling out at the end of March, and there will be a 2nd phase of actions for after that.
 - Are expecting to see parking included in this, as well as the Mayor's Commercial to Commercial incentive plan included.
- Economic strategic plan is a higher level strategic plan, with the Downtown Master Plan coming in underneath it, with a few extra items that are not contained in the Economic Strategic Plan

10. Motion to adjourn –“adjourn the meeting at 9:28 am”

Moved: Kristin Nielsen

2nd: Scott Collyer

Carried