



**Board Of Directors, July 24, 2025  
Downtown London Boardroom  
8:30 A.M.**

**LDBA Board Meeting**

Attending: Bonnie Wludyka, Natalie Boot, Asaad Naeeli, Kristin Nielsen, Nick Vander Gulik, David Ferreira,Carolynn Conron, Mike Pottruff, Leigh White, Greg Harris, Scott Collyer, Scott Bollert

Regrets:

Staff: Vicki Smith, Kathy McLaughlin, Brent Hodson, Tristan Hughes

**1. LDBA Board Call to Order – Kristin Nielsen**

**2. Approval of June 26 and July 9 Board Minutes**

Motion: To accept the June 26 board minutes.

Moved: Scott Collyer 2nd: Greg Harris

Motion: To accept the July 9 board minutes.

Moved: Scott Collyer 2nd: Keith Brett

**3. Approval of Financial Statements**

Motion: *“A full financial review of the June 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 June Statements and Financial Report to be approved as presented.”*

Moved: Nick Vander Gulik 2<sup>nd</sup>: Bonnie Wludyka Carried

**4. Annual Survey Results**

- Key highlights - 75 responses
- 39% report a decrease in foot traffic, but data from CUI about footfalls shows that foot traffic has increased.
- Top concerns, safety, vacant spaces being filled, parking concerns
- 9% of respondents received a grant last year
- A strong awareness of beautification and cleanliness
- 25% of respondents contacted us for support and felt supported
- Large majority of respondents did not attend any of our events from last year.
- Feel lack of respondents is less survey

- Takeaway is we need better outreach to our members - look at strategies on how to engage better with our members
  - Could roll into a communication plan to see how to increase engagement - maybe something like a pulse of about 5 questions on specific topics, with . On topics that we are able to deal with.
- Insider went out about every two weeks - was open April to early July.
- Raise concerns to City Hall Council through advocacy - reach out to City staff to see what topics would be good to help get the word to Council.
  - Reach out to other BIA's to see what is working for them and what is not working for community engagement and marketing outreach.
  - For next board meeting staff to have some ideas ready to present.

**5. Operational Update**

- Staff presented the highlights of the draft 2026 work plan for board input.

**6. City Updates**

- About 2000 responses for the Downtown Plan so far.
- A lot of interest in office to residential conversion
  - Have added over \$3 million to that pot so far.
- Stabbing downtown - negative press was incorrect on this topic. Worried about reporting and using language to grab attention and possibly make downtown be reflected negatively.

**7. Good News Happenings**

- Lots of great weekend festivals. Brings crowds and good vibes.
- Good cross promotion from Tourism London regarding festivals
- Huge numbers - Sunfest had over 200,000 people walk through. This is more foot traffic in the core.
- Rides on Richmond - footage of the amount of people on streets for this showed lots of attendance and enjoying - over 500 cars, over 5000 people attended.
- Museum London had 54% increase in visitors for Canada Day

**8. Motion to go in camera**

Moved: Nick Vander Gulik     2nd: Greg Harris

**9. Motion to adjourn –“adjourn the meeting at 9:30 am”**

Moved: Bonnie Wludyka                      2<sup>nd</sup>: Keith Brett                      Carried