DOWNTOWN LONDON
BUSINESS ASSOCIATION

Board Of Directors, April 10, 2026
114 Dundas Street
8:30 A.M.

LDBA Board Meeting
Attending:, David Ferreira, Kristin Nielsen, Mario Circelli, Michael Pottruff, Natalie Boot, Scott Collyer, Greg Harris, Nick Vander Gulik, Brian Dempsey
Regrets: Bonnie Wludyka, Andrew McClenaghan, Asaad Naeeli, Carolynn Conron
Staff: Vicki Smith, Tristan Hughes, Judith Smith, Kathy McLaughlin, Laura, Dorothy, Mackenzie, Caden
Guest: Jim Yanchula

1. **LDBA Board Call to Order – Kristin Nielsen**
2. **Strategic Plan Presentation – Jim Yanchula**
    - Jim Yanchula presented the proposed approach for updating the LDBA Strategic Plan, recommending that the existing plan be refined rather than rebuilt. The update will focus on clarifying the vision and mission to be more direct and business-focused, prioritizing foundational elements such as cleanliness, safety, and strong business conditions, and simplifying the plan to make it more practical and easier to apply. The revised plan will be clearly positioned as the LDBA's strategic plan, with an emphasis on supporting member success and maintaining collaboration where it aligns with that mandate.
3. **Motion to proceed with the Strategic Plan update as presented.**

    Moved: David 2nd: Natalie Carried
4. **Motion to proceed with the Strategic Plan being explicitly developed as the LDBA's Plan**

    Moved: Natalie 2nd: Greg Carried
5. **Motion to adjourn –"adjourn the meeting at 9:26 am"**

    Moved: Mike 2nd: David Carried