

Old East Village BIA Board Meeting Minutes
October 7, 2021
Virtual Meeting Hosted by Zoom

Present	Regrets
<p>Maria Drangova, <i>Board Chair</i> Henry Eastabrook, <i>Board Vice-Chair</i> Rob Campbell, <i>BIA Treasurer</i> Heather Blackwell, <i>BIA Director</i> Grant Maltman, <i>BIA Director</i> Ellie Cook, <i>BIA Director</i> Kimberly De Sousa, <i>BIA Director</i> Chris Stroud, <i>BIA Director</i> Jesse Helmer, <i>Councillor, City of London</i> Jackie Jovicic, <i>London Police Foot Patrol, Old East Village Representative</i> Jen Pastorius, <i>BIA Manager</i> Nicole Borland, <i>BIA Projects and Programs</i> Adi Berardini, <i>BIA Construction Communications</i> Guest: Dave O'Brien, <i>Director of Emergency and Security Management, City of London</i></p>	<p>Liliana Sanchez, <i>BIA Director</i> John Parlow, <i>BIA Director</i></p>

Recorder: Nicole Borland

The meeting was called to order at 6:31 pm.

1. Welcome and Remarks

Maria Drangova, OEV BIA Board Chair, began by welcoming everyone to the meeting and thanking them for attending. In addition, housekeeping matters were discussed such as using the Q&A box for questions as the agenda is very tight so these will be compiled and answered following the meeting.

Ward 4 Councillor Jesse Helmer then said a few words, welcoming everyone and thanking them for joining us as well as acknowledging the challenging times we all find ourselves in and how the businesses, community, and BIA staff have come together to find solutions.

2. Approval of Agenda

Motion: To approve the Agenda for October 7, 2021.

Carried: Yes

- 1. Darlene Pratt
- 2. Rob Campbell

3. Approval 2020 Annual General Meeting Minutes

Motion: To approve the 2020 Annual General Meeting Minutes.

Carried: Yes

1. Darlene Pratt
2. Chris Stroud

4. Budget Presentation for Membership Comment

Jen discussed the proposed 2022 budget and welcomed questions or comments. She began by explaining the two bundles that make up the full budget - the Levy Budget (tax paid by BIA members) and the City budget (funding contributed by the City).

Jen focused primarily on the Levy Budget notes in order to show members where their tax dollars are spent.

Jen then went over the full budget and offered to take any questions. Questions that came in were related to the 'Snow Removal' line and the budget discussions between BIAs - Jen provided her answers.

To close, Maria reminded everyone that this budget has been approved by the board and is presented to the membership for comment, it will be submitted to the City in November and will be presented to Council to be approved in January 2022..

5. Year in Review 2021

Jackie Yovicic, London Police Foot Patrol Sergeant, began by discussing Bill C-57 and how these changes to arrests and releases impact the neighbourhood. As well, Jackie discussed some of the LPS lead projects from the year including 24/7 high-visibility patrols, CPTED evaluations, increases in types of crime, locations with the most increases and approaches to solutions.

Dave O'Brien from the City of London joined as a guest to discuss the Spotlight Program which launched in 2021. This included getting CCTV devices into private businesses to provide increased monitoring of the properties and surrounding area. As well, Dave discussed the upcoming Security Audit program that came out of the Core Area Action Plan and will provide area property owners and businesses with funds to cover 50% of the cost of a variety of property security measures. This covers both OEV and Downtown.

Sarah Crook, BIA Communications Intern and Summer Student, then discussed her article series 'More than a Main Street' as well as her Master's capstone project on the Construction Dollars Program.

Adi Berardini, the BIA Construction Communications and Digital Marketing Specialist, then spoke. Adi covered digital output throughout the year, social media and website analytics, online contesting with Construction Dollars, and the different approaches to managing communications with businesses throughout Construction.

Nicole Borland, Projects and Programs Coordinator, then discussed both ongoing and new initiatives including Informed Response, the Financial Incentive Loan programs, the

Recovery Grant, Patio Improvement Grant, the Facade Mural Program 2.0, and the Clean Slate Program, and how much funding support was provided to businesses in 2021. Jen Pastorius, BIA Manager then provided her report. The report centred on the challenges in 2021 that came out of COVID, construction, and street activity issues as well as advocacy conversations had between the BIA and all levels of government. In addition, Jen discussed approaches and opportunities for solutions such as the Core Area Action Team, the London Community Recovery Network, Core Area Forums, the Core Area Action Plan, and BIA specific initiatives like facade beautification, increased garbage removal, and Marketing and Promotion initiatives in 2022.

6. Thank You and Adjournment

Maria thanked all attendees and board members as well as BIA staff for all they have done over this past year. As well, she reminded attendees to encourage other businesses to watch this recording - it can be done on the BIA website or YouTube Channel.

Motion: To adjourn the 2021 Annual General Meeting.

Carried: Yes

2. Darlene Pratt 2. Kimberly De Sousa

The meeting was adjourned at 7:51pm.