

THE DOWNTOWN LONDON  
**MetroBulletin**

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Extra Extra Extra **July 2** Extra Extra Extra

**"CHAIRMAN HAL CAN'T DO ALL THE WORK"**

QUOTATION  
FROM \$25,000 A YEAR  
COMRADE BOB MARTIN

# **Socialist Hired As B.I.A. Exec Director**

The "annual" B.I.A. meeting was held last Monday at the Holiday Inn. About 50 "members" attended.

The key points of discussion in the meeting were:

- A) reports from the various committees, each Board member a chairperson of one committee.
- B) introduction to the new executive director
- C) "Discussion" & presentation of the new logo for downtown London
- D) explanation of the Board's move to retain legal representation at the OMB hearings into Suburban Mall expansion, presented by retained lawyer Michael Lerner.
- E) a report outlining the proposed Dundas St. pedestrian mall was distributed.
- F) a speech by Robert Pollock, Ontario government representative for B.I.A.'s

The MetroBulletin Extra will discuss these and other events which made up the meeting.

ALTHOUGH THE MetroBulletin EXPECTED A PRETTY BIG SNOW JOB FROM THE BOARD, IT WAS STILL WITH A GREAT DEAL OF HORROR & SURPRISE THAT WE WITNESSED THIS NOW ANNUAL DISPLAY OF CONTEMPT, ARROGANCE & INCOMPETENCE BY THE B.I.A. BOARD.

The first presentation of committee reports was a "treasurer's report" by William Redrupp. Mr. Redrupp works at Price Waterhouse, just in case you'd like to know.

This report ran into serious credibility problems immediately as Joe Plant, manager of Guaranty Trust and a Director at the Chamber Of Commerce probed Mr. Redrupp as to exactly where last year's \$94,000 spent (\$6,000 was retained) went to.

Mr. Redrupp conceded that he was unable and unprepared at this annual meeting to answer specifics, even though he was on last years Board! He bounced the various inquiries back to Chairman Hal and others on the Board and even once into the audience.

That exchange went like this;

Mr. Plant politely but repeatedly asked "Where are these beautifications?"

Mr. Redrupp, unable to answer, said; "Mr. Jerry Belanger was in charge of last year's Beautification expenditures, let's see what he says."

Mr. Belanger, in the audience, but apparently oblivious to the last 5 minutes conversation dealing with his 1980 responsibility replied deadpan with:

" I wasn't listening Bill. What did you say? "

The Final word on last year's Beautifications, we'd say.

There were no beautifications last year except for Christmas decorations on selected streets. Last year's expenditures in a nut-shell were:

- i) \$30,000 on a logo & promotional package, including T-Shirts, decals, stickers, booklets, but not including advertising
- ii) an additional \$35,000 or so on advertising on billboards, buses, the Free Press, etc.
- iii) \$15,000 or so on office administration & supplies
- iv) \$15,000 or so on Christmas decorations.

Mr. Redrupp was asked by your Editor why this years expenditures (\$140,000 this year, 40% over last year -talk about rewarding incompetence) were drastically altered by 50-55% of the total amount, contrary to the specific budget approved by City Council last December.

My Redrupp claimed the Board's budget has changed by only 2% and in any case, when it was passed by Council last December, " Council wasn't interested in specifics."

If this last statement is true, I urge you to call your elected officials and demand that they do care about specifics.

Mr. Redrupp was referring to total amounts spent or intending to be spent by each committee; true, this has not changed much, but the submissions to Council that were used to justify the 40% increase have been altered or ignored by significant amounts. Projects that were never approved by Council are being paid for, and many that were approved are being waylaid. Regardless of the quality of either budget, what protection do we have if these non-elected businesscrats have no legal supervision? If Council does not care how this money is spent, a 40% increase each year could mean that by 1987 (only 6 years away), the total levy could be over \$1,000,000, and would require a contribution from businesses of over 57% of their regular business taxes.

For example, businesses in area A, the main victims, pay an additional 12% BIA levy over and above their regular taxes. By 1987, even if normal taxes go up 10% a year, the B.I.A. levy will BE AN ADDITIONAL 57% OVER AND ABOVE THE REGULAR BUSINESS TAXES THAT YEAR. ( In 1981 dollars, the 1987 BIA increased levy would BE AN ADDITIONAL 90%!!!!!! EXTRA ON TOP OF YOUR REGULAR 1981 taxes. So if you pay \$1000 business tax a year now, in 1987, your B.I.A. levy alone will be \$900, your regular tax in 1987 will be about \$1700.) By 1990, the B.I.A. levy will be \$125 to every \$100 in regular taxes. IN ONLY 9½ YEARS!

We bring this up because over 10 times in the evening the Board pouttingly remarked that: " If only we had more money..." or " We would need more money..." or " Funding being limited to what it is..."

These people have every intention of bleeding you dry and they don't even disguise it!

Margaret Atchison of the Promotion Committee remarked that selection of the logo had been their main concern, although Ms. Atchison has remarked to me the Promotion committee meets every Tuesday for one hour; for what I can't imagine since advertising has slowed to a trickle and no promotions are planned.

Roger Beaufoy, chairman of the Communications Committee, never discussed communication, because of course, THERE ISN'T ANY FROM THE B.I.A.!

His sole subject was to discuss how the Board had spent a couple of grand on a new computer to get our addresses correct! YIKES!

Mr. Beaufoy, well aware of the MetroBulletin, has every reason to be ashamed of the B.I.A.'s appalling performance in newsletters and information. BIA conscripts have received one 3 pg. newsletter in 7 months. BIG DEAL!

The Parking Committee chairman Jeff Quinn, of Cook's Shoes on Dundas St., was not in attendance at even the B.I.A.'s annual meeting!

He has also failed to attend most Board meetings this year.

Mind you, he has good reasons to be embarrassed as well, as our last issue of the MB contains the DEFINITIVE PARKING STUDY OF DOWNTOWN that Mr. Quinn can only dream about. In fact, the 1981 budget of the B.I.A. allotted \$6,000 for a study identical in scope to the map and chart enclosed last issue. Instead, the City will spend \$6,000 for the same study.

The only credible presentation, though it typically had no results to show, was by Brian Stewart of Sam the Record Man. Brian is a hard-working, sincere and intelligent person who acts with some concern.

Unfortunately, even his projects have been ill-planned, expensive, mis-directed and divisive. His main beautification idea, the Dundas St. pedestrian mall, is expensive and yet possibly fatal to the independent merchants if it sees fruition. See our brief analysis this letter and in the next regular issue of MB-Aug. 4.

Brian is also responsible for the horde of 8 to 11 year old Boy Scouts cleaning downtown a month ago (see last issue).

Brian is genuinely concerned with downtown cleanliness, and his honesty and clarity of goals makes him unique in this pack of uninspired spenders.

Unfortunately, he finds nothing unacceptable in the use of coercion and force in order to achieve his vision of a "new" downtown.

BOB MARTIN WAS INTRODUCED AS THE NEW EXECUTIVE DIRECTOR.

This position has been created because most Board members feel incompetent to fill the task assigned them, and now wish the services of a professional bureaucrat. This full-time position will pay Mr. Martin \$25,000 - \$30,000 a year, accompanied by Betsy Hamilton, our \$7 an hour secretary who supposedly works full time, but is so rarely in her office this is difficult to prove.

Mr. Martin gave a 20 minute speech that never dealt with any ideas he might have, contained no inspiration or positive remarks; but was in fact, A TOTALITARIAN DICTATE THAT WAS OBVIOUSLY AIMED AT INTIMIDATING OPPOSITION TO THE B.I.A.

His entire speech showed complete and utter contempt for individual enterprise and he repeatedly pounded home variations of his remark: "individual interests must be submerged for the greater good of the whole."

Other quotations from Comrade Bob:

" 'We' is the BIG WORD. "

" Government helps those who help themselves." (to our money?)-Ed

" Two things are necessary for a democracy;  
ABSOLUTE ADHERENCE TO THE WILL OF THE MAJORITY...

... with respect to the views of the minority . " (How can you respect someones views while you trample on them? -Editor)

Mr. Martin does not yet realize he is a hireling of a tiny minority who have connections at City Hall.

Mr. Martin threatened those who have not paid the levy by reminding the audience that the law was legally passed & would be enforced.

Then after this tyrannical maiden speech, he reminded us that co-opwration was essential, "et al", "et al ".

Throughout presentations of other Board members, Mr. Martin stared into empty space and looked bored by the proceedings. (Photographs available to show this)

Mr. Martin's credentials are not impressive, considering over 53 applications " from coast to coast " were submitted.

He has been a restaurateur in Durham, Ontario. He started the B.I.A. there 2½ years ago and has been in charge of it as Chairman Bob. (A non-paid comrade in this capacity though.)

Durham, Ontario, however, IS A VILLAGE OF 2,500 CONTAINING A DOWNTOWN 30 TIMES SMALLER THAN LONDON. Further, Mr. Martin, while moving to London, has never lived here and showed no knowledge of the city, though he claimed to visit here on business.

Meanwhile, a very impressive application was leaked to the MetroBulletin which shows that some pretty high powered talent applied for the job; seemingly far more qualified than Mr. Martin. This application is 40 pages thick and is available to any subscriber to view.

It is the opinion of your Editor that Mr. Martin has been hired because he is a Yes-Man with the same totalitarian contempt towards individual businesspeople that the Board displays.

It should be interesting to see what we find in our investigative report next issue when the MetroBulletin goes to Durham, Ontario, and interviews the business-people there. Stay tuned for our next issue when we tell all.

After this revealing display, lawyer Michael Lerner was then introduced. Mr. Lerner, campaign manager for Liberal M.P. Charlie Turner last election (just thought you might like to know) is representing the Board at the mall hearings. His intent is to block the expansion at White-Oaks Mall of a dept. store, on the basis that the downtown must get one first. ( Anyone know how you twist the arm of the Bay?)

The editor of this subtle newsletter asked Mr. Lerner point-blank what 'we' were paying him to do this.

He is allowed to charge up to \$5 GRAND total, although the BIA already owes him \$2,800 for services rendered.

The legal counsel for the MetroBulletin has informed us that Mr. Lerner charges almost \$1,000 A DAY for his services.

Mr. Lerner was asked by your Editor:

" You say that if White-Oaks mall gets their dept. store, then other malls like Westmount, Cadillac-Fairview, etc will all want more additional stores. Let's say that over the next 7 or 8 years, 10 dept. stores in suburban areas decided to set up.

Yet if you succeed in blocking White-Oaks, won't you ultimately be killing 5,000 or so jobs that would be created by these new department stores? Those jobs are good for everybody.

Further, what if White-Oaks feels really smitten by your actions and they pull out the knives, so that when downtown gets 2 or 3 new developments in the works, White-Oaks, with all their money, launches an OMB drive to stop us from expanding because we threaten their market? Aren't you inviting this?

Mr. Lerner: " That could very well happen".

MetroBulletin : Do you feel what you're doing is moral and ethical?

Mr. Lerner: " Its not my job to be moral or ethical..." (interrupted by...

MetroBulletin : " That's not your job"

Mr. Lerner: " As a lawyer, I can't consider morals (interrupted)

MetroBulletin: That's all I wanted to know.

I couldn't help using a little court-room tactic on my arch-rival ( I ran in the same constituency as Charlie Turner in the last federal election.).

The real tragedy is that businesspeople downtown, most of whom still believe in free enterprise, must pay for the Board's decision to promote Socialist viewpoints before the OMB, and ultimately, before the press and public.

Incidentally, the law states that B.I.A. money must be spent on promotion, beautification and physical improvements. The MetroBulletin has investigated this subject seriously and is certain the Board's retention of Mr. Lerner's services are contrary to the law, as well as morally repugnant to all freedom-loving business-people.

An interesting comment came from Ken Forrester, advertising Director for

Eatons. He took credit for starting the B.I.A. (so now you know who to blame!). He also explained the BOARD decision/policy on mall expansion, initiated when he was on the Board last year. He described it as "passive support for Westmount Mall and opposition to White-Oaks getting another dept. store."

Your ever alert editor remarked: " Could this be because Eatons has a dept. store at Westmount while their competition -Simpson Sears - has a dept. store at White-Oaks?"

No answer on that one.

Mr. Forrester was responsible for Totalmarketing Inc. receiving last year's promotional budget of \$20,000. That fishy episode was done without bids or competitive input. Completely closed door.

Some light may be shed if we consider that Gerry Davies is owner of Totalmarketing, the agency for our Liberal Mayor's election campaign promotions. Mr. Davies also worked as Director of Advertising for the Free Press up until 1969.

The Mayor opposes White-Oaks expansion and is the most vigorous supporter of the B.I.A. (see last issue). Begin to see the picture?

( A further hint, Hal Sorrenti and Margaret Atchison, Board members, appointed by the Mayor & Council, are employees of Norton Wolf, who has also major real estate dealings downtown. Norton Wolf was an enthusiastic supporter of the BIA. He was also on some of the Mayor's campaign literature and promotion last November. What? You say you see a pattern forming? Oh my God! And wait to see what landlords stand to reap when this Dundas St. pedestrian mall comes into effect. DOUBLED RENTS.)

Then came the 'discussion' & 'vote' on the new logo for downtown.

Originally, there were 7 submissions to the Board regarding a logo, although no one in the audience but your editor knew this. Naturally, your editor brought this up and a much livelier discussion ensued, because the Board was only showing 2 presentations.

Roger Beaufoy, in a classic statement, said: " We aren't elected but we still have a mandate to make decisions for you."

Mr. Beaufoy, who can boast his whole committee has put out one 3 pg. newsletter in 7 months, of all people, claims he has a mandate? By whom? For what?

THE Board whittled down the 7 submissions to 2, which were 'presented' Monday night.

Although one presentation was very good, a very relevant complete-media package from Cormark Communications, it was the kind of 'vote' you have in the Soviet Union.

The other company's concept -a heart motif by Graphic One- was presented by its competitors -Cormark Communications. This was because Graphic ONE is a one - man operation and the proprietor was very ill.

But some vote! One presentation.

Mr. Beaufoy admitted that perhaps it might have been a good idea to put 3 or 4 presentations on the ballot, but by the time of the meeting, other submissions were returned to the artists. But he more or less said tough luck and paraded into his 'we got the power and you don't'spiel.

We suspect that Cormark may have received a bit of behind the scenes coaching because the B.I.A. has also bought for \$2500 a radio jingle from Cormark. The jingle is a partner-concept that is more relevant with the visual logo, so the presentation had a built in bias. Also, the work put into the Cormark designs was finished and extensive and is not typical of a presentation at the initial stage. It would seem to us that they almost knew the outcome.

However, the MetroBulletin plans to show as many of the other 5 concepts as possible in the next issue of MB., just so you can make up your own mind.

Then followed a windy, oppressively boring speech by Robert Pollock, a government representative.

Apparently this hour long ordeal was the same speech he delivered 5 years

ago, which tells you how far the B.I.A. has come in that period.

In the speech he said that B.I.A. members could not expect results right away, it could take up to 6 or 7 years!

This guy is loony, he also said: " Your B.I.A. is doing the right thing, you have a good Board."

Gads! 3 Board members have resigned in the last 3 months, 1 rarely shows up, 2 confess that their committees have not achieved anything, no projects have moved forward. A GOOD BOARD??????????????

But then he shows his true colours as to his yardstick of quality:

" You have lots of committees and the move to hire an executive director was good."

Definitely out to lunch.

Many in the audience attended the meeting exclusively to discuss the Dundas St. pedestrian concept, and were bitter that this was not to be discussed at this meeting.

Iris Whitham, of Middle Earth Studios on Dundas near Waterloo was " So furious with this BIA & BOARD that I'm going to petition our block to get us out of the B.I.A. Its never done a single thing for this block but it takes plenty of our money. "

( We say 'Go for it, Iris! -Editor)

One of the most ominous prospects revealed in the pedestrian-mall hand-out is the prediction that rents will double when the mall gets going!

This is great for property owners who don't pay the tax (and we're not advocating that they do), but does it make sense to you that YOU should pay a tax that will have the net effect of doubling your rent?

In an independent system, the person who works hard on their own cannot be saddled with massive rent increases because it is their business that produces much of the gravy-revenue, not the environment. This mall concept will make it less profitable to rely on your own smarts and rely instead on 'environmental' factors.

A further examination of the Dundas St. concept will appear in the next issue of MB..

Incidentally, Frank Flitton, the liason from City Hall to the Board, was unable to attend the meeting, though he would have liked to, because of his Committee meeting, which is a more important commitment and must be kept.

It is widely suspected that Mr. Flitton, whose support for the B.I.A.'s work is lukewarm at best, was not wanted at the meeting and thus the reason the meeting was on a Monday night when it is impossible for elected officials to attend.

Mr. Flitton is probably the most free enterprising politician, so he would be a good person to direct your concern to.

#### POSTSCRIPT

The Free Press headline on pg. C2 of the June 30th edition said " Old complaints greet merchants' new ideas "

This is the usual Free Press crap. The City Editor or a senior editor have always insisted that the merchants are in favour of the B.I.A. and run the outfit. As you all know, this has been untrue since day one.

Let's take that headline for example.

THE BIA HAS NO NEW IDEAS, merely the same old burnt-out boondoggles designed to line the pockets of friends, employers, etc. But ideas? Even the closed pedestrian-mall concept for Dundas St. was attempted and rejected in 1965 and 1971.

They were not old complaints either.

All the inquiries centered on the most recent budgets, logos, and other Board snow-jobs.

They should say B.I.A. ideas, because they are not representative of merchants.

As to the body of the article, it stated; " The downtown business community... shows evidence of having the same old case of apathy and internal dissention. "

Free Press reporter Cheryl Hamilton chose to find a nice cliché rather than really get into what merchants think. Businesspeople downtown largely chose to ignore this meeting because they are appalled at the B.I.A. and its Board and most people have felt this way since its inception.

Most businesspeople have better things to do after work (like going home and eating), but most expected the snow-job that was handed out. And after all, the Board insists that it will make all the decisions for us, so why bother?

A couple of our subscribers we know were also on summer holidays.

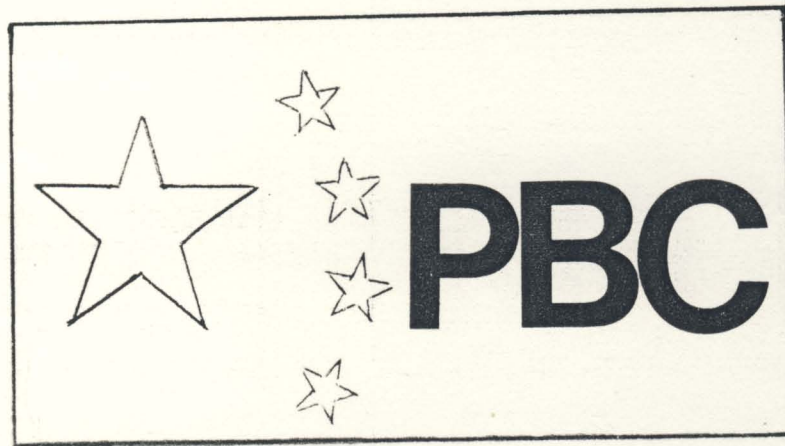
The B.I.A. has a record of waste & confusion that has and will make the post office look well run, so is it any wonder most people are cynical about whatever the Board has to say.

The dissenting merchants who attended were not apathetic. They were the only ones who asked any questions!

Very encouraging, we'd say.

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Our Proposed Logo For the  
" Downtown Business Improvement Association "



The ' People's Business Committee '