



April 6<sup>th</sup> 2016

Mayor Matt Brown  
The City of London  
c/o City Hall  
300 Dufferin Avenue  
P.O. Box 5035  
London, Ontario - N6A 4L9

Dear Mayor Brown:

**Re: Meeting to review concerns with parts of Mayor's Advisory Panel on Poverty**

Thank you for helping us to arrange to have Deputy Mayor Maureen Cassidy and United Way CEO Andrew Locke participate on the conference call with myself and our Board President, Paul Way to review our concerns around the Report of the Mayors Advisory Panel on Poverty.

First, to be clear the London Chamber of Commerce (Chamber) is very pleased with the findings and recommendations of the Report and applauds the solid effort that members of the panel delivered on behalf of the City.

Obviously, no one wants to see anyone living in poverty least of all the Chamber and we are convinced that the many findings and recommendations of the panel will go a long way in mitigating the causal effects of poverty in our City.

Looking forward, and with the recognition that London's business community will necessarily be called upon to be part of the solutions recommended by the panel, we would urge that the Chamber (or representatives of London's broader Small to Medium Enterprise community) be included in the selection process for any future panels of this kind.

It's been our privilege to have participated in numerous City-led panels in the past on a variety of subjects and our contributions to those initiatives have been widely applauded. To be concise, we look forward to being part of the solution.

On another matter - in the report there are a couple of references to the *Living Wage* and while we initially had some serious concerns about what might be contemplated in the recommendations in the report, our concerns have for the most part been allayed by the Deputy Mayor as we now understand that the only real objective as it relates to the *Living Wage* is simply to determine or identify what that actual number (dollar amount) is in the City of London only.

As anyone who has followed the *Living Wage* issue knows, there are now reams of information both science based and anecdotal that extol both the virtues of a living wage as well as some of its pitfalls. And on both sides of the debate there are many aspects of a *Living Wage* that we (Chamber and City) will need to know much more about before we can say definitively that a *Living Wage* works or doesn't work.

Our request therefore, is that prior to the crafting of any business case that would attempt to support a *Living Wage* in London, that the City would reach out to its long-standing *Voice of Business* partner, the Chamber, to ensure that both sides of the argument are included in the final analysis.

Again, we appreciate the opportunity to discuss this matter and look forward to the full implementation of the Mayor's Advisory Panel on Poverty Report.

Sincerely,

A handwritten signature in black ink, appearing to read 'G Macartney', with a stylized flourish at the end.

Gerry Macartney, CEO

Copies: Deputy Mayor Maureen Cassidy, United Way's Andrew Lockie, Paul Way and the Chamber Board of Directors.

**Gerry Macartney** | London Chamber of Commerce | Chief Executive Officer | phone 519-432-7551 x 30  
[gerry@londonchamber.com](mailto:gerry@londonchamber.com) | 101-244 Pall Mall Street, London, ON, N6A 5P6