



Kentville Development Corporation Ltd.

Minutes of the Board of Directors Meeting
March 1, 2017

Call To Order: Meeting was called to order by Interim President Leigh Morrison
Welcome

Attendance: All present except for regrets

Regrets: Jason Blanchard

Guest: Wendalynn Jones

Approval of Agenda: Betty Ann

Approval of Previous Minutes: October 26 / November 30 / January 25 ~ Gary /
David Fagan

Appointment of New Board Directors:

Cris nominated Brian Cottam / David Reid / Mark Paish / Wade Tibbo for the position of Board Directors. Gary seconded the nomination. All were in favour.

Treasurer's Report:

David Fagan presented the Profit and Loss Statement for April 2016 through January 2017. He advised that although there is a bank balance of \$96,058.19 a substantial portion of this will be funneled into the Façade Program to make the pay-outs. It was also determined that not all the designated Façade Program funds from the Town have been received.

Agenda: Business Arising From The Minutes

The Façade Program:

Cris reported that, to date, we have paid out the following: Valley Dentures (5,500) / Open Arms (5,000) / Phinneys (5,000) / Maders (2,034.70). In the final days of the application deadline, we received applications from Paul Dixon, Gary Cleveland, Doug Morrison and David Reid. The Program now stands with 4 payouts / 6 approved applications / 9 applications pending approval. Cris is to hold a meeting with the Façade Committee to review the pending applications.

Cris raised concern regarding the confusion around who is responsible for paying design fees on new Facades. Ekistics had included 10 on a first-come-first-serve basis. A couple of Board members held differing thoughts as to how this had been finally determined. Discussion was tabled until actual notes or minutes could be produced – or, if nothing was available, then a decision would need to be worked out at that time.

Due to the issues arising with Valley Dentures pay-out, the Board felt it would be a good idea to include a "Q&A" section on the Façade Program page of our website.

Kentville Merchant Group:

Dave Reid announced that there were 17 members on the Committee covering a wide range of businesses and interests. He then read through a report for KDCL updating the Board with regards to past and future initiatives. Dave also touched on the idea of having a separate Facebook page ~ still connected with KDCL ~ but named something that comes up when searching "Kentville" and covering a wider concept than merely talking about local businesses. He referred to the "Do It In Wolfville" Facebook page which is the promotional arm of the "Wolfville Business Development Corporation". It was created to showcase all the great things happening in and around Town ~ in an effort to draw visitors. He also wondered why "Business" was dropped from the original "Kentville Business Development Corporation", making it now sound as though it's a construction firm based in Kentville.

Cris raised concern regarding the possibility of creating a further split in the public's awareness between the "corporate KDCL" and the "community-based" KMG. He felt both could be merged successfully. Leigh suggested that this be a part of the new branding of KDCL. Dave and Wendalynn offered to put something together to explain more clearly the social media concept that KMG is describing.

There was also a discussion around the need for signage regarding public washrooms. This has been a KMG concern since last summer, but never got to the KDCL board level. Ideas were put forward, including utilizing the washrooms in Town Square and helping to cover the cost of maintaining them.

The Multicultural Fair

This will now fall under the guidance of Dave Reid and the KMG. An initial meeting is to be arranged to include: GabY Rslm / Catherine Coles / Wendalynn Jones ~ who were instrumental in the success of last year's Fair ~ and also Craig Gerrard who expressed a desire to be a part of this year's committee.

Café Central

Lindsay is going to send out to the Board her Recommendation Report that she submitted to the CAC. She said that the Town will be creating RFP's for potential tenants and, as such, there will be specific criteria to be met. Leigh asked how KDCL could become involved. It was felt that possibly creating / hosting the idea of a business incubation "Hub" might be the way to go. There are several successful models to research. And since most are a paid membership, it could be a way of creating additional funds for KDCL. Lindsay is to get back to the Board regarding when such a proposal would need to be presented to the Town.

Agenda: New Items

Review of the Strategic Planning Session:

This will be moved to Monday, March 6th at the King's Arms (upstairs / includes lunch)

Budget / Financial Ask:

This will be moved to Monday, March 13th at the King's Arms (upstairs / includes lunch).

Lindsay advised that, ideally, the "ask" should be submitted by March 20th.

Agenda: Other Business

Valley Business Leaders Initiative:

Gary gave a brief talk about the VBLI and its mission to attract people to live, work and invest in the Annapolis Valley, sparking demand for business, and facilitating economic growth. He spoke about the current marketing campaign / membership drive / and the upcoming "Economic Summit" on April 3 at the Old Orchard Inn.

Meeting Adjourned

Next Board Meetings:

Monday, March 6th ~ noon ~ King's Arms (upstairs)

Monday, March 13th ~ noon ~ King's Arms (upstairs)

Wednesday, March 29th ~ 4:30 ~ King's Arms (upstairs)