



Kentville Development Corporation Ltd.

Minutes of the Board of Directors Meeting
October 7, 2016

NO QUORUM ...

Call To Order: Meeting was called to order by President Cate Savage
Welcome

Attendance: All present except for regrets

Regrets: Craig, David, Betty Ann, Lindsay

Guest: Wendalynn Jones

Approval of Agenda: -----

Approval of Previous Minutes: -----

Treasurer's Report:

David could not attend the meeting, therefore there was no Financial Report. However, there have been no major expenditures since the previous Board Meeting.

Agenda: Business Arising From The Minutes

Report From Merchant Group:

Cate read Sandra Snow's report. Regarding the "Miner's Marsh Pumpkin Walk", KMG will be purchasing 1000 pumpkin flashlights to give away to children. The report also mentioned that the Downtown Merchants had agreed to remain open later that evening – however both Andrew and Jason knew nothing of this decision. The next big events will be the annual "Shop to Win" Christmas Basket (Nov 25 - Dec 20), and the "Merchant Decorating Contest" (Dec 1 – Dec 20).

The Downtown Coupon Book:

After contacting the merchants numerous times – in numerous ways – there were only 17 participants out of a possible 40. It's not enough to produce a coupon book, however at the last KMG meeting, Lindsay had suggested creating a "Visitor Brochure" with a map / things to do / and the coupons. Coupon merchants can simply stamp over the coupon when it's used, and the visitor maintains the brochure. This would be a joint cost share between KDCL and TOK. The Board Members present agreed to this new direction. It did not warrant a motion, since there had already been a previous motion to move ahead with coupons.

Multicultural Fair 2017:

Craig had attended Frances' final Steering Committee Meeting, and had reiterated that the Fair was a KDCL event – and will remain so in the future. At this meeting, there had been a discussion around the need to actually have a full-time Facilitator in charge of the 2017 Fair. This person would be overseeing a much larger and more diverse Steering Committee, as well as a bigger event. A KDCL Board Director would be responsible for chairing the monthly meetings (Craig – unless elected). Mary Fox, Director of Community Inc, mentioned funding that could

possibly be available to pay for the Facilitator. In general, the Fair appears to fall under the funding criteria. It was felt by the Board Members that we could move forward and submit the application.

Façade Program Update:

Cate read the latest progress report regarding the Façade Program. Once again, there was a discussion around the position of Ekistics, moving forward, and the role of outside firms who can also participate. There was some concern regarding what businesses were being told regarding KCDL and Ekistics – however, Cate feels that this situation has now been rectified.

Parking:

The KDCL Parking Recommendation was tabled at the last Council Meeting. It was decided at a Town Staff Meeting that a committee be formed with a variety of members drawn from the TOK, KDCL, and the business community to further investigate the parking recommendation and report back to Council at a later date.

Agenda: New Items

Christmas Social:

This was tabled for later discussion.

Ad In West Nova Scotia Publication:

It was agreed to move forward with a \$50 “business card size” ad.

KDCL Piano:

Wendalynn approached Shawn regarding storing the piano. She felt that he actually wasn't expecting it back again. It was never stored in a regular storage area, but more in a corner where Shawn had his personal things. It was suggested that we contact “Open Arms” to see if they might like to have it over the winter. In the Spring there will need to be a discussion as to its continued viability in Centre Square, given all the activities now occurring which have to work around it, and the new radio music being piped into the location.

Town Signage Committee:

Cate attended a town meeting regarding the current signage bylaws and the possibility of updating same. She will have more as this evolves.

Additional Board Directors:

It was agreed that the KDCL Board needs to move forward in an effort to attract more Directors. Currently, the Board is down to nine members, with the possibility of losing two more after the election. There has not been a quorum since the AGM the end of June. Wendalynn is to supply Cate with the names of those that had expressed an interest in being involved with KDCL on their membership applications.

Brian Bedford / Strategic Plan / Agreement Renewal:

Although it was agreed that Brian Bedford offered services that directly aligned with aspects of KDCL's strategic plan, it was questioned whether this was the route the Board needed to take as the next step. It was felt that there was a strong need to hire an Executive Director. Cris made the suggestion to consider a recent University graduate with lots of vision and enthusiasm, and more likely to take direction from the Board. Cate reminded the Board that it was time to be creating an Annual Report, and there was a need to map out KDCL's requirements over the next three years. This would lead to an amendment to the current strategic plan and financial request to be put forward to the Council.

Meeting Adjourned**Next Meeting:**

Wednesday, October 26th