



## **Kentville Development Corporation Ltd.**

Minutes of the Board of Directors Meeting  
January 26, 2017

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

**Attendance:** All present

**Regrets:** No Regrets

**Guest:** Wendalynn Jones

**Approval of Agenda:** No quorum

**Approval of Previous Minutes:** No quorum

### **Treasurer's Report:**

David presented the Board with a Profit & Loss Statement, the Operating Budget, and Transactions by Account Report for the year ending 2016.

### **Agenda: Business Arising From The Minutes**

#### **The Façade Program:**

Cris reported that Maders Specialty Shop had received their cheque. Kathy Purcell, Valley Dentures, is having difficulty separating out the actual cost of the work done on the back of her building. It seems she misunderstood that she would be receiving \$10,000 regardless of the amount she paid for the rear façade. Betty Ann mentioned that Carl Kent was having second thoughts regarding the awning that he was considering as part of his façade update, due to the fact he has rented that space and the new tenants don't want it. Lindsay raised the point that she's being asked if the Façade Program included downtown residential properties. As well, there was a discussion around the Façade sandwich board which has disappeared from its location in front of Valley Dentures. It was agreed to wait until façade construction begins again in the spring, before ordering another board. It was also determined that there is a need to not assume that owners will manage these signs properly and instructions will need to be given.

#### **The Kentville Merchant Group:**

It was announced that Dave Reid has taken over from Sandra Snow as Chair of the KMG. He and Wendalynn have been working on putting together a list of prospective people to join the KMG Committee, and they have both been reaching out to them. At this point there are twelve committed members. The desire is to have at least 8-10 members at any given meeting. Wendalynn has updated the KMG page on the KDCL website to make it more vibrant, and added a second page regarding the Committee, which includes all the members. Dave is hoping to have a meeting within the next week and discuss the possibility of having a Valentine's

event of some sort. The KMG has approximately \$1,000 left in their budget to use up before the end of March.

### **The Strategic Planning Session:**

The Board had intended to have Rick Ramsay facilitate the session, however he has recently been appointed as interim CAO of the County of Kings and considered it to be a conflict of interest. Gary has now spoken to Andy Horsnell of "Common Good Solutions". Andy put together a proposal and testimonials which were presented to the Board. The cost would be \$3,000 + hst. The Board agreed to move ahead on this and set a date of February 21<sup>st</sup>. There was also a discussion regarding whether to have a pre-strategic planning meeting with the new Board members. It was decided that since Andy would be sending out a questionnaire to all those who are attending, it might be better to allow Andy to handle this and to simply attach a copy of the KDCL 2015 Strategic Plan with each of the individual invitations. Wendalynn is to secure space upstairs at Paddy's. Once she has received all the names (and emails) of those attending, she can send the invitations.

### **Café Central:**

Lindsay reported that there has been a lot of discussion and interest regarding the use of the space. Primarily, it is to be retail / eatery / and the opportunity for pop-up shops. The upstairs is being considered for office space and the possibility of having a type of incubation business "hub", similar to that in Mahone Bay. In Mahone Bay, there is a full time "host" on duty which makes the Hub very inviting and welcoming. At this point, it is all still in the idea-collection stage with significant work to be done on the building's infrastructure to bring it up to speed.

### **Agenda: New Items**

#### **The Valley REN Meeting:**

Leigh attended a partnership Forum for economic development in the Valley region, presented by the Valley REN. It was primarily stakeholders talking about their organizations. Leigh gave a brief presentation on KDCL. He mentioned that Wes Booth had also attended and spoke about the need to engage the youth. Leigh felt this was something the KDCL could also discuss and might be part of the Strategic Planning Session.

#### **The Annapolis Valley Guide:**

The Town would normally take out a ½ page ad in this annual insert. However, Lindsay's budget has been used up, given that she had supported Sandra and the KMG with \$6,000. She was wondering if KDCL would like to take out this ad space, in order that Kentville be represented. After discussion it was felt that it would be more economically viable to spend the money on articles in the Valley Harvester than a one-time insert.

#### **Parking:**

Was not discussed at the Board meeting.

**Agenda: Other Business**

**Budget / Financial Ask:**

Was not discussed at the Board meeting.

**Meeting Adjourned**

**Next Meeting:**

TBD