



Minutes of the Board of Directors Meeting November 27, 2017

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

Attendance: All present except for regrets

Regrets: Wade / Brian / Robin / Lindsay

Approval of Agenda: Dave Reid / Mark

Approval of Previous Minutes: Jason / Gary Morse

Treasurer's Report

David provided an Income Statement. There is also an additional \$25,000 for the Façade Program (or other expenses). The bank balance as of October 31, 2017 was \$85,188.

Agenda: Business Arising From The Minutes

The Façade Program:

Jason gave an update on the businesses who are involved in Phase 2. Leigh agreed to speak with Shawna Porter regarding the broken signage above her property at the corner of Main and Aberdeen. She is hoping that John Andrews (who is renting the space) will want a sign and would help fund the cost of having this old signage removed. Something clearly needs to be done, as it is on a very prominent corner and looks terrible. It was agreed that we will roll out Phase 3 of the Façade Program on March 1, 2018.

The Events Committee Update:

Dave Reid reported that "WIN-ter Wonderland" has 62 business participants and a prize package of around \$3,000. Advertising includes K-Rock ads written and produced by Gary Caven, billboards at east/west ends of town, TOK electronic billboards, many social media posts and Valley Harvester. The contest ends on December 17th with the winner being announced by Mayor Snow on K-Rock on December 19th. The KBC Committee held a "Jolly Holiday Decorating Contest" which was judged by Sue Hayes. There was \$600 in gift certificates to downtown Kentville eateries as prizes. First Place ~ Phinneys. Second Place ~ Valley Stove & Cycle. Third Place ~ Silverhorse Florist. KBC is designing a new "Decorating Trophy" to be shared back and forth between the two yearly decorating contest winners. It will be in honour of David White and a suggested name is 'The KBC David White Visions of Kentville Award'.

Operations Manager (Business Development Officer):

There were 26 viable applicants for this position. The hiring committee suggested Zachary Best ~ a St. Mary's business graduate. Given that Zach has been working since graduating, KBC was not eligible for financial assistance with his salary. He will be receiving \$32,500 with a monthly amount for his cell phone usage and

mileage, if he needs to travel outside of the Kentville area. He begins the end of December with a 6-month probationary period.

Courtney moved that the KBC board hire Zachary Best
All were in favour.

Job Description:

Gary Morse was firm that no actual hiring could be finalized without first having a proper job description in place. There needed to be a clear line between what Zach will be doing and what Wendalynn does for KBC. Even with a job description, he will need timely agendas to follow and also guidance. It was agreed that more discussion was needed and could happen through email rather than having to reconvene another board meeting.

Office Space:

The Town is looking into various options to help create an office space for Zach. David Fagan pointed out that Waterbury Newton also has space that could be utilized.

Agenda: New Items

Social Mixer:

Wendalynn has arranged to have the KBC Social Mixer at "HaliMac Axe Throwing". She said that this would help Paul MacInnis promote his business. And if we had Hill's Grills to help with catering, that would be two new businesses to support. Paul does have a bar that serves beer and wine. He is closing his reservations on December 13th from 4:30-6:00 so KBC can have the entire venue.

Valley REN:

The Board was emailed the Valley Ren business plan, and due to time constraint with this meeting, Leigh recommended that everyone simply take a look at it and it can be discussed at a later date, if necessary.

Meeting Adjourned

Next Board Meeting

Tuesday, January 30th
4:30 -
Kings Arms