



Kentville Development Corporation Ltd.

Minutes of the Board of Directors Meeting
March 29, 2017

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

Attendance: All present except for regrets

Regrets: Betty Ann Balcom, Brian Cottam, Gary Morse

Approval of Agenda: Jason / David Fagan

Approval of Previous Minutes:

Treasurer's Report:

No report was presented

Agenda: Business Arising From The Minutes

The Façade Program:

Cris reported that all applications have been approved with the exception of David Reid and T.A.N.S. Cris has sent letters out to the applicants. It was agreed that the presentation to Council should consist of the numbers who have applied to date ~ as well as those who are waiting to be a part of the next phase of the program. There was a discussion around the fact that the boundaries for Phase Two could be expanded to include more businesses around the downtown core. There was also a suggestion to look into the possibility of obtaining ACOA funding.

The Events Committee:

Dave Reid explained that the "Kentville Merchant Group" is now the KDCL "Events Committee". This more accurately describes what the committee does, and keeps it closely tied into KDCL.

Dave went over the minutes from the last Events Committee meeting. The Committee discovered that they can't get a license to sell raffle tickets for the painting fundraiser, and so have donated the painting to the Friends of the Kentville Library for them to use as a fundraiser – in return for recognition of KDCL as the donor. Dave also went over upcoming events ~ the NSCC Easter Egg Hunt, and a new KDCL event – "Spring into Kentville" Shop-to-Win. Also, the coupon book is being revamped into a fold-out brochure and will be a joint initiative with TOK.

The Multicultural Fair has a Steering Committee consisting of Wendalynn, Catherine Coles and GabY Rslm who were part of the success of the Fair last year, along with Dave Reid and Craig Gerrard. They are in the process of determining a venue. The date will be Saturday, August 26th.

Agenda: New Items

Town Hall Meeting:

Leigh went over the minutes from the Town Hall Meeting held with CAO Mark Phillips on March 24th. There was a suggestion to possibly seek feedback from KDCL members regarding the parking situation now that Glen (Bylaw Enforcement Officer) has been overseeing the downtown parking.

Also "The Hub" was discussed and Leigh would like Dean Hartman from "Workplace Atlantic" to come and speak to the Board about his system. Given this would provide a business incubation centre for the Valley, there could be possible funding from ACOA.

Leigh informed the Board that the Town is looking for someone from the Events Committee and someone from the Board to review the RFP's for the Calkin Building with Lindsay, the CAO and Mayor.

Communication Committee:

Leigh is hoping that Brian Cottam would be interested in chairing this committee. It would include various types of "communication", including communicating with members / preparing quarterly communications with the town and currently preparing a more dynamic presentation for Council regarding the Strategic Plan. Wade has offered to help with this presentation.

Active Transportation Connector:

The Town would like KDCL to host a meeting with its members regarding feedback on the three proposals currently being considered. Lindsay explained that the Director of Recreation would be the one actually doing the presentation and she would also be handling the questions.

Calkin Building "Open House":

The Town & KDCL are providing an Open House on April 6th. The Town would be providing catering and offering a couple of tours of the building. It will be an opportunity for the business community to meet Board members and to engage in discussions about KDCL.

Agenda: Other Business

CAC Meeting:

Leigh will be making the presentation of the Strategic Plan and Budget on April 10th at 6:00. He requested full board support, if possible. There followed a discussion around the best way to present the Core funding and Special Project funding when looking at a 4 year "ask".

Branding Concept For KDCL:

Dave Reid and Jason came up with a branding concept using the former logo for the KMG and calling it the "Kentville Business Community". This would be the

corporation's public persona. Dave felt that the current logo said nothing about KDCL, whereas the corporation's Vision and Mission Statement are both reflected in the new image. It can be used in all visual media. Further discussion will continue at the next board meeting the end of April.

Recruitment Committee:

It was felt that there needs to be a recruitment committee with its own Chair. It was also agreed that there should be more women on the Board. Wendalynn has compiled a list of around 25 businesswomen in the downtown core.

Doing Business In Kentville:

The Town is putting together information for those looking to move a business to Kentville, or begin a business in Kentville. Lindsay has asked KDCL to provide a photo and testimonial from several successful downtown businesses – preferably from a cross-section of owners.

Meeting Adjourned

Next Board Meeting:

Wednesday, April 26th

4:30

Kings Arms