



## **Kentville Development Corporation Ltd.**

Minutes of the Board of Directors Meeting  
May 30, 2017

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

**Attendance:** All present except for regrets

**Regrets:** Gary / Mark

**Special Guest:** Teresa Drahos ~ Uncommon / Common Art

**Approval of Agenda:** .... Jason / Dave Reid

**Approval of Previous Minutes:** ..... November, January, March – Jason / Dave Reid ... April – Cris / Dave Reid

### **Teresa Drahos ~ Uncommon / Common Art**

Teresa came to speak to the Board regarding financial assistance for her Pop-up Shop and also for her Art Candy machines. It turned out to be too late for the Pop-up for this year. The Board told Teresa that they would consider possibly co-funding this project next year with the Town of Kentville, but would need more time than they were given now. As well, Cris requested an actual "realistic" budget for the proposal, rather than one which was scrimping to save money. The Board also decided that they were not interested in the Candy Machine.

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

David presented a draft of the Financial Statement to the Board. He will also be preparing the statements needed for the upcoming AGM.

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

#### **The Façade Program:**

Cris offered to email reminders to outstanding applicants and notify them that the deadline to have their work completed is June 30<sup>th</sup>. There was a discussion around Phase 2 and the possible need to review the current terms to determine whether they should to be more flexible ... or even less flexible.

#### **The Events Committee:**

Dave Reid gave an update on the Events Committee and also the Multicultural Fair. There was a further discussion regarding the name KDCL. Used for promotional reasons, it's not working very well. If the public searches "Kentville", KDCL does not come up, and if Kentville Development Corporation comes up, the name doesn't suggest that it is a link to discover more about the shops / services and events in town. The domain name kentvillebusiness.ca was available, so the Board determined it best to purchase that and then float some ideas back and forth over the next couple of weeks. Dave Reid was to approach Ross Graphic with regards to

creating a new logo and Leigh said he would also ask his brother. The idea is to have something in place so the Board can announce it at the AGM the end of June.

### **The Projects Committee:**

A new Projects Committee is to be formed. Leigh has been speaking to a few Directors regarding possibly chairing the committee, and it was generally felt that the Board needs to bring on a few more members before actually setting this fully into motion.

**The Hub:** Leigh offered to have his contact from WorkSpace Atlantic come and speak to the Board. Jason cautioned that the Board needs to have something in writing from the Town regarding their plans for the space before spending too much time / effort / money and then discovering TOK is going to use it for something else.

### **Agenda: New Items**

#### **Membership:**

Wendalynn explained that she continues to reach out to new businesses and those businesses who have not chosen to be members were firm in their decision. They generally represented the legal / financial services. Once the new branding has been decided upon, she suggested a new membership brochure be designed that was more reflective of the current KDCL.

#### **Board Recruitment:**

It was agreed that the Board needs at least 3 women Directors. Several names were mentioned and arrangements were made to contact them. David Fagan mentioned that he would like to hand over his position as Treasurer in order to have the time to take on a more active role on the Board.

### **Agenda: Other Business**

#### **Pedal For Others:**

The Board determined that this fell outside of the KDCL mandate, but might be supported by local service clubs and organizations.

#### **Magic Winery Bus:**

Given that the intention of the trip is not about benefitting the local businesses, Leigh felt that it could be used as a social event for the KDCL Board and their spouses / partners.

### **Meeting Adjourned**

#### **Next Board Meeting ... AGM:**

Tuesday, June 27

TBA