



## **Kentville Development Corporation Ltd.**

Minutes of the Board of Directors Meeting  
November 30, 2016

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

**Attendance:** All present

**Regrets:** Lindsay Young

**Guest:** Wendalynn Jones

**Approval of Agenda:** No quorum

**Approval of Previous Minutes:** No quorum

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

David updated the Board with regards to the current budget and also that the Government cheque for the summer students is still outstanding.

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

#### **The Façade Program:**

Betty Ann raised a concern with regards to the level of assistance / overseeing that KDCL is currently offering the business owners participating in the Façade program. There followed a discussion on ways to reorganize the present Building Façade Committee. The result was that a new committee was formed and would consist of: Betty Ann Balcom and Cris Shirritt, with assistance from Kirsten, Lindsay and Wendalynn. Gary raised a possible conflict of interest concern with Betty Ann being both on the Façade committee and also receiving professional design work through the Façade Program itself. However, the majority of Board Directors felt it was fine, provided there was no actual soliciting when speaking with business owners on behalf of KDCL.

Wendalynn agreed to send a personal email to those who have shown an interest in the Façade Program and update them regarding the application extension deadline of February 28, 2017. In addition, if business owners are still interested in participating in the current 2016/2017 Façade Program – they will need to apply now while funds allocated for this year are still available. If any business owner would prefer to be placed on a list for 2017/2018, then we need to be advised. A similar Mailchimp will also be sent to all businesses within the current Façade boundary.

*(Amendment ... Jason Blanchard will also be sitting on the Façade Committee, along with Cris Shirritt and Betty Ann Balcom.)*

**KMG Update:**

There was a discussion around the general perception among downtown businesses that the Kentville Merchant Group is run by Sandra Snow with the backing of the Town of Kentville. It is not currently identified as being an integral part of KDCL. It was felt that the Strategic Planning Session should look at ways to re-brand KMG – including a new name – and making it a mandate that a new Chair be clearly a member of the KDCL Board.

David informed the Board that he had approved \$3,200 towards advertising for “Shop to Win” which will use up the remaining amount left in the KMG budget.

**Annual Report:**

There was time spent on discussing the amount of repetition within Cate’s “President’s Message”, Cate’s “AGM Message”, and the KDCL “Background” from the previous Annual Report which she had wished to have included. Leigh agreed to make it more readable. The deadline to have it printed is Friday, December 9<sup>th</sup> for presentation to Council on Monday, December 12<sup>th</sup>.

**Strategic Planning Session:**

It was agreed that the session will be held in Kentville during the second or third week of January. Certain members from the business community will be personally invited to attend. Wendalynn will send the Board Directors the current Excel contact sheet of Downtown Businesses so each Director can make their own selections. A special board meeting will be held on December 28<sup>th</sup> to continue further discussion.

**Parking Proposal:**

This has been tabled by Council until the CAC on December 12<sup>th</sup>.

**Multicultural Fair:**

Wendalynn provided background around the Fair as it now stands. She also advised the Board that vendors will need to start being contacted in April. It was agreed that a new Multicultural Steering Committee will be formed with a KDCL Board Director as Chair.

**Agenda: New Items****Recruitment Of New Board Directors:**

Leigh told the Board that he and Cate had met with Brian Cottam from Wild Lupin Media. Leigh felt that Brian would be a good fit with the Board. It was agreed that any prospective Directors be invited to attend the Strategic Planning Session in January to better understand KDCL before committing to a position on the Board. It was also felt that all new recruits need to immediately feel a sense of engagement, regardless of when they join.

The Board listened to Gary Caven’s radio ad. There followed a discussion around the cost of actually running an ad. Leigh said that Lindsay had mentioned a

possible discount through the Town. Gary Caven had also inquired as to whether the Board might be interested in a YouTube video. It would be a visual to accompany the audio portion he had already created. This was also discussed, and the Board felt that it might be a more cost effective and productive way to go, given the number of ways one could incorporate the link. It would also be "reusable" at any time for future board recruiting. Wendalynn is to connect with Gary to get a quote.

**Sandwich Boards:**

All the Board was in agreement with the design for the sandwich boards to be placed at businesses undertaking work through the Façade Program. Wendalynn will notify Cris and Betty Ann when the boards are ready for pick-up.

**Café Central / Office:**

Leigh is waiting to hear back from Mark with regards to further developments.

**Meeting Adjourned**

**Next Meeting:**

Wednesday, December 28<sup>th</sup>

Kings Arms (downstairs)

4:00

Reservation is in Leigh's name