



Kentville Development Corporation Ltd.

Minutes of the Board of Directors Meeting
September 1, 2016

NO QUORUM ...

Call To Order: Meeting was called to order by President Cate Savage
Welcome

Attendance: All present except for regrets

Regrets: Cris, Betty Ann, Andrew, Lindsay

Guest: Wendalynn Jones

Approval of Agenda: -----

Approval of Last Month's Minutes: -----

Frances Schagen:

Before commencing the Board Meeting, Cate announced that Frances will be moving to Toronto at the end of the month, and wanted to wish her well on behalf of the KDCL Board. Frances indicated this would be her final meeting, and that she'd be tendering her resignation.

Treasurer's Report:

David and Frances went over the Multicultural Budget, the outstanding expenses and the money still expected to come in from various sources.

Agenda: Business Arising From The Minutes

Report From Merchant Group:

Sandra Snow submitted an extensive review of the remaining activities planned to the end of the year. The next major event will be the "Antique Auto Cruise-In" set for this month in Centre Square.

Summer Students:

The general feeling of the Board was twofold. 1) There really hadn't been enough work for two students – however, Frances pointed out that this was a surprise from the Government. In the past, organizations needed to request two in order to be given one. This year, they actually approved two and caught people off guard. 2) Going forward, unless there is an Executive Director in place to support and monitor a student every day, KDCL should not engage in any future summer student requests. Frances agreed to finish up outstanding paperwork before she left.

Multicultural Fair:

This was deemed a huge public success. A discussion arose around the need for KDCL to hang onto it – primarily as a way to ensure that it remains a "Kentville" event, and not have it handed over to a broader-based organization and see it move away into different parts of the Valley. Craig agreed to attend the next

Multicultural Fair Meeting in a couple of weeks, to make it known that it actually is a KDCL –based endeavour, and we will continue to support and work with the next steering committee.

A Breath of Fresh Air:

David suggested that this be tabled until a later date – given the work ahead with the Façade Program. It was also pointed out that because of the election, “a breath of fresh air” is being used over and over by candidates to describe themselves. Therefore, it would be prudent to wait until there is less emotion around hearing the slogan.

Business Edge Consulting:

Cate and Lindsay are meeting with Brian Bedford again next week. He has agreed to come and speak for half an hour at the next Board Meeting around the ideas he has for KDCL and Kentville. Brian has stated that he is not seeking a permanent position as Executive Director. He is, however, open to working on a part-time basis for a few months on any initiative(s) that the Board might be interested in.

The Coupon Book:

The businesses were given an extension to send in their coupons. At this date there is only 15 – and several will have to be redone “in house” as they did not follow instructions. Even with the extension, there is one more coupon. We have a quote of nearly \$2400 to print 4,000 books of 50 coupons. The previous book had around that many.

The Façade Program Update:

Several more businesses are coming forward and showing interest in being a part of the program. It was felt that if business owners wish to have a conceptual drawing done at this point, they would need to show that they are serious about doing façade improvements as each drawing is now an additional expense. Gary expressed frustration with the actual manual, as it lacked the specifics that a contractor needs to replicate the changes made to the facades. Cate has addressed this in an email to Rob – along with some changes to be made to the application process.

Agenda: New Items

Parking Recommendation:

President Savage updated the board with a discussion she had with CAO Phillips regarding the parking recommendation. CAO Phillips had mentioned that staff will be making comments and likely a recommendation to Council at the September 12th CAC meeting. It is likely that the KDCL recommendation will be supported in part or whole by staff. In addition it is very likely the staff recommendation will insist that KDCL be responsible for a peer to peer parking education program to support any of the requested changes to the parking program by KDCL. At this time CAP Phillips feels peer to peer education regarding the negative impacts of employees parking in front of their own or

neighboring business is best delivered through KDCL. It is noted that staff will only be making a recommendation to Council. Council will have the final say.

The Edge Building:

The Town is in the process of having a structural assessment done – which will determine whether the building is safe to stay or needs to be torn down. Once the assessment is complete, Mark Phillips would like KDCL to consider joining forces with the Town to discuss the best possible options for the building / or space / that would most benefit the downtown core.

King's Transit:

Marnie Parker sent KDCL a letter stating King Transit's desire to market to seniors. She is going to be invited to our October Board Meeting to discuss how KDCL can assist with her plan to optimize Kentville for transit riders.

Meeting Adjourned

Next Meeting:

Thursday, September 29th