



Kentville Business Community

Minutes of the Board of Directors Meeting
July 25, 2017

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

Attendance: All present except for regrets

Regrets: Gary / Brian

Approval of Agenda: Jason / Wade

Approval of Previous Minutes: May 30th – Dave / David

Treasurer's Report

David didn't have much to report on other than a few cheques written for the Façade Program.

Election of Board Executive

Jason motioned that the 2017/2018 KBC (KDCL) Board Executive consist of:

President ~ Leigh Morrison

Vice-President ~ Wade Tibbo

Secretary ~ Mark Paish

Treasurer ~ David Fagan

The motion was seconded by Dave. All were in favour.

New KBC (KDCL) Board Director

The Board welcomed Courtney Boyd as a new Director.

Agenda: Business Arising From The Minutes

The Façade Program:

Jason agreed to step into the recently vacated position of Committee Chair. There was a discussion involving rolling out Phase 2 of the program. It was decided to be a 3-step approach. The 1st step will be an announcement on August 1st via Social Media. Followed by both a general public meeting ... and the board directors personally chatting with chosen landlords regarding the Façade program. It was agreed that those who participated in Phase 1 can participate in Phase 2, and that anyone outside the original defined boundary will be looked at individually. The application submission deadline will be September 30th, with a completion date of December 31st. There was a discussion around the need to be more strict with businesses actually following their initial approved application designs in order to receive the funding.

The Events Committee:

Dave Reid gave an update on the Multicultural Fair. Plus reported on events scheduled to come up, and past events.

The Hub:

After a meeting with Dean Hartman from Workspace Atlantic, it was decided not to move ahead with this, at this time.

Operations Manager:

Wade explained that he needs to submit a job description with the funding application. Leigh, Wade and Mark agreed to meet to fine tune the proposal.

The Kentville Business Community:

Dave Reid motioned that the operating name of KDCL be changed to "The Kentville Business Community" (KBC). Seconded by Jason. All were in favour.

Under consideration was doing away entirely with "The Kentville Development Corporation Ltd." (KDCL). We already have secured the domain name kentvillebusiness.ca. Both this domain and our current domain can point together to our website and webmail. Tamar will be notified to change the "static" header of the website, and Bonnie will need to supply both a "letterhead" logo, and a "footer" logo. The design has already been approved.

Agenda: New Items

Robinson Building:

Leigh has made clear to council that the position of KBC (KDCL) is to tear down the current structure and create a temporary green space.

Event Requests:

Valley Yoga Fest recently send a request that KBC (KDCL) assist in securing donations from businesses to help sponsor this event. It was agreed that all events be discussed with the Events Committee to determine the best way to offer support. But soliciting for donations was ruled out for Valley Yoga Fest, and for any future organization.

Kentville Movie Nights:

A request for financial support came from the Town Recreation Dept. The material sent was a bit vague and Lindsay agreed to look into it further. There was an interest from the Board to support this, but perhaps next year – and with more details.

Rental Space Availability:

Currently, people interested in leasing space downtown are approaching both Lindsay and Wendalynn. A more cohesive system was discussed whereby a form would be available on both the Town's website and KBC's website that a potential business can fill out. The form would then be submitted to the current landlords

whose buildings are rental properties. If interested, the landlords would then contact the business. Lindsay and Wendalynn would run a follow-up.

Agenda: Other Business

Kentville Centre Square Mural Project Proposal:

The Kentville Art Gallery Society is proposing to paint murals on the walls in and around Centre Square. The first mural is to be painted in the Fall of 2017 to coincide with Harvest Fest. Business owners would be asked to fund half the cost of the project and KBC (KDCL) is being asked to match this. The Board felt that this might be an interesting "addition" to the Phase 3 of the Façade program in the Spring. However, as part of the Façade program, the artwork would need to be approved – and the business owner would need to also sign off on it being on their building.

Board Recruitment:

Brian has indicated that he would like to step down from the Board. There are now six people who have shown an interest in joining. It was decided to invite them to the general meeting in August when we formally announce the Façade Phase 2 and the new branding.

Communications:

Leigh indicated that he would like to get some testimonials from businesses – regarding the Façade Program – and perhaps general testimonials as well.

Meeting Adjourned

Next Board Meeting

Tuesday, August 23rd

4:30

Kings Arms