



## **Kentville Development Corporation Ltd.**

Minutes of the Board of Directors Meeting  
April 26, 2017

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

**Attendance:** All present except for regrets

**Regrets:** Jason / David Fagan / Wade / Brian

**Special Guest:** Mark Phillips

**Approval of Agenda:** ....

**Approval of Previous Minutes:** .....

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

No report was presented

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

#### **The Façade Program:**

The work on Nichols Wealth Management is now complete. The committee is waiting upon their receipts. Discussion on Phase Two will commence once Phase One is complete ~ and could include thoughts around boundary extension and changes to the guidelines. There is still ongoing confusion around how Betty Ann Balcom is explaining her Façade design work as being "no cost" to the clients. Clients aren't being properly informed that there is a cost and therefore they are not as fully involved with her work as they should be. The bottom line is ... a business owner completes a project / pays Betty Ann – or whomever – what they feel their contribution was worth / receives back 50% of the façade renovation cost from KDCL, which can include the design cost in the total amount.

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

Dave Reid gave an update on the Events Committee and also the Multicultural Fair. There was a discussion around coordinating an "event themed" piece of merchandise for businesses to have for sale in their shops / services. This might entice more people to explore the downtown core. Gary reminded the Board that on September 9<sup>th</sup> there will be the "Walk A Mile In Her Shoes" event to be held downtown Kentville. Dave Reid had suggested new branding around "The Kentville Business Community" at the last Board meeting. Since we were lacking a quorum to make any major decisions, it was suggested that we table further discussion until the next Board meeting in May

#### **The Calkin Building**

RFP's went out on section #1 and #3. It is now entering the selection process. Dave Reid and Mark agreed to attend the interviews this Friday morning. There

was a discussion around the reasoning for Kirsten doing a CAD layout of the HUB area for KDCL. It was felt by Mark that because of this, the TOK would not include the HUB area in their own internal design of that floor space.

### **Board Resignation**

Leigh announced that Betty Ann Balcom had resigned from the KDCL Board.

### **Funding Approval**

Funding has been approved at the Council Level for a four year term ~ but with a clause that it could be terminated after a review each year – allowing 3 months notice. Mark suggested that the KDCL Board be more engaged with Council, but also maintain an independent voice. There was a recommendation that KDCL Board members attend the CAC meetings. (Wendalynn to give reminder notices of the upcoming meetings to the Board).

### **Agenda: New Items**

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

Fifteen spaces are to be filled. There was a suggestion that KDCL members could list how their business would improve as a result of the trip ~ and the 15 spaces would be chosen from the answers received. There was also a discussion around KDCL needing to gain some long-term leverage from this experience.

#### **Active Transportation Connector / Webster Street:**

KDCL, in conjunction with the TOK, will present a talk to the KDCL members with a bit of a different emphasis ~ including elements of the streetscape design that will be involved.

#### **Municipal Complex:**

Mark suggested that KDCL could assist the TOK and Council's desire of keeping the Municipal Complex here by supporting the Municipal staff who also want to stay in Kentville. This could be via a letter to the Municipal Council pointing out the convenience of working downtown and all the available amenities, as well how the staff are such an integral part of the fabric of the downtown community.

#### **Home Based Businesses:**

There was a discussion around how to engage the home-based businesses without stepping on the toes of the downtown business community who are paying more in taxes and faced with more hoops to jump through. The first step would be to find out KDCL's legal position regarding membership criteria. After registering with the Town as a home based business, perhaps it was possible they could receive some benefits as a KDCL associate member. It was agreed that KDCL needs to determine a way of working with them.

#### **Business Environment Meeting Series:**

Mark explained that this would be a regular facilitated forum, jointly run by KDCL and the TOK, to create an opportunity for members to discuss pertinent issues.

Five sessions are being set up: Safety – Peace & Good Order / Beautification / Events & Promotions / Customer Service & How We Present Ourselves / Cost of doing business.

### **Agenda: Other Business**

#### **Additional Committees:**

Gary gave his thoughts around the idea of having either a Recruitment Committee or a Communications Committee. With regards to a Recruitment Committee, he felt that recruitment should really be more of a campaign at certain intervals rather than the role of a regular committee. He also expressed concern with a dedicated Communications committee getting muddled up with the Events Committee who were already doing their own active communication. What he felt a need for was a Project Committee to meet to discuss new Board initiatives. It could be made up of maybe three Board Directors and a couple of outside business people (or any size, as long as there were more Directors than non-directors to keep it on track with the Strategic Plan). Without this Committee, Gary was concerned that KDCL could end up with accomplishing nothing other than Phase 2 of the Façade Program.

#### **Board Meeting Dates:**

From now until the Autumn, the Board will be meeting on the last Tuesday of the month.

### **Meeting Adjourned**

#### **Next Board Meeting:**

Tuesday, May 30<sup>th</sup>  
4:30  
Kings Arms