



Minutes of the Board of Directors Meeting February 27, 2018

Call To Order: Meeting was called to order by Dave Reid (for) Leigh Morrison
Welcome

Attendance: All present except for regrets

Regrets: Wade / Gary Morse / Courtney / Leigh (for half the meeting)

Approval of Agenda: Jason / Dave

Approval of Previous Minutes: Leigh / Mark

Treasurer's Report

Given that David Fagan has stepped down from the Board, it was agreed that a notice be sent to the businesses indicating that this position is available. Anyone wishing to take over as Treasurer would be required to attend the monthly board meetings.

Agenda: Business Arising From The Minutes

The Façade Program:

- Phase #3 dates: The program starts on March 1st. The application deadline is June 1st. Work completion deadline is October 31st.
- There has been an interest in Phase #3 shown by: Paul Dixon, Kate Seaman, Chisholm's, Waterbury Newton and Equilibrium.
- It was agreed to keep Porters and Light Touch Laser as part of Phase #2, even though the work continues past the deadline.
- O.A.T.'s Signage: The Façade Program is not going to pay for the removal of the two signs. The Board is willing to assist by suggesting vendors to get quotes from. The Board also feels that John Andrews knows how the Façade Program operates, as he has used it when updating the front of Open Arms. At the end of the day, the responsibility ultimately rests with Shawna Porter who will be notified by the Town that she must remove the signs by the start of the tourist season in May.
- Mural Project in Centre Square: The question is, does the board make this an exception within the Façade Program? This raised the possibility of having the extra \$25,000 set aside for the Façade Program be available for "special projects".

The Events Committee:

- Would like KBC to recommend that TOK begin a feasibility study on the options for a permanent downtown washroom facility.
- "Shop Local in Kentville" banners are being redone with new KBC logo.
- A business directory will be added to the back of TOK's visitor's map.
- Spring (seasonal) video is being created to promote a selection of shops for the Spring into Kentville contest
- Spring into Kentville contest will run from April 30-June 17.

- Devil's Half Acre Motorcycle Rally will be June 16-17. Main Street will remain open.
- The Antique Auto Cruise-In will be held in conjunction with Harvest Fest on October 6th.
- Multicultural Fair ... Dave tabled a motion to obtain \$2 million of liability insurance to cover KBC's events. It was seconded by Jason. All approved.
- Dave also discovered that only half of the HST can be claimed by KBC. Therefore, the other half needs to be factored in as an expense.

Business Development:

- Zach prepared the KBC draft budget / the power point presentation and then presented the Annual Report to TOK Council at the CAC on February 12th.
- A working list of available commercial spaces has been completed, however it was decided to only have the inquiry form on the website and keep this list for KBC's use.
- Provincial / Federal / and other funding applications are being filled out for the Multicultural Fair, as well as a sponsorship package and letter.
- Zach has been creating a active working initiative called "Walk the Block", to promote healthy living lifestyles. It will focus on getting business owners and employees to walk around the downtown core during the day.

Agenda: New Items

Brainstorming Session:

Zach and Wendalynn proposed that there be a separate meeting on the second Tuesday of the month, to chat with board directors regarding ideas and initiatives. This will be an informal session (rather than a committee) and be open to anyone from the board who has time to participate that month. On occasion, it can also be a platform to invite the opinions of the business community

Budget Review:

The Board discussed various options regarding securing money to cover the increase in operating costs. Should the Board wait until there is more concrete KBC activity to show Council (and meanwhile dip into the reserve) or should the Board act now, given that the current funding agreement was never signed. It was determined that Leigh, Zach and Lindsay meet with Mark Phillips to get his input regarding options.

Meeting Adjourned

Next Brain Storming Session

Tuesday, March 13th
4:30
Rec Board Room, TOK

Next Board Meeting

Tuesday, March 27th
4:30
Kings Arms