



## Minutes of the Board of Directors Meeting May 29, 2018

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

**Attendance:** All present except for regrets

**Regrets:** Wade / Brian / Robin / Dave / Mark / Gary Caven / Lindsay

**Approval of Agenda:** no quorum

**Approval of Previous Minutes:** no quorum

**Treasurer's Report ....**

On behalf of the KBC Board, Leigh welcomed Paul Dixon and Erik Deal as new KBC Board Directors.

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

#### **The Façade Program: Jason**

- Wave Cycle qualifies for up to \$10,000 given the "back" of the building opens onto Centre Square
- The three applications from the Cornwallis Inn will be from SpeedPro / Maritime Cider Express / and the Cornwallis Inn itself
- Approved an application from Phinneys for additional lighting. Shawna Porter will also be submitting an application to replace the upstairs apartment windows.
- It was agreed to extend the application deadline to **July 1<sup>st</sup>** to allow the Mural Project to move forward, and to assist the business owners who have already expressed an interest in Phase Three. This extended deadline will not be broadcast to the general public, however.
- It was agreed that once Phase Three applications have been approved, the Board will send out a newsletter to let people know how much money has been spent by both KBC and the business owners to improve their downtown facades.
- Wendalynn has determined that it is now more productive to hand over to Zach the updating of the Façade excel sheet ~ she will remain in charge of issuing payments and continue being an active member of the committee.

#### **Event Committee: Zach (for Dave)**

- Zach updated the Board on the "shop local" signs / the "visitor map & directory" / "Spring Into Kentville" / the spring video / "Festival of Flowers" / "Multicultural Fair" / "Great Big Country Fair" / the lights over Aberdeen / "Walk a Mile in Her Shoes" / Devil's Half Acre / "Walk the Block" / Pro-Active campaign / Washrooms downtown
- **Multicultural Fair** – Leigh inquired as to whether this year's Fair will exceed the \$6,000 that KBC has set aside. Wendalynn felt that the Fair should come

in at roughly the same cost. There are additional expenses, however there are also significant expenses that will not have to be paid out this year. As well, a lot hinges on Zach getting more corporate sponsors than last year.

- **Devil's Half Acre** – Jason was wondering if there will be window signs again
- **Walk a Mile in Her Shoes** – there was a discussion around the idea of hiding a red shoe. It was suggested that a red shoe be hidden in a different location for each of the five days leading up to the walk. If you find the shoe, you can fill out a ballot (or something of that nature) at the place of business. On the day of the walk, a single winner will be drawn from all the ballots. Courtney suggested having the contest name a play on the name of the event. Like "the shoe that's walking a mile" contest. The event date is **September 8<sup>th</sup>** and not September 18<sup>th</sup>
- **In addition:** Erik talked about the idea of "receipt sharing" between stores. The idea being that if you buy something in one store, you receive a special receipt that allows you a discount in the next store. The goal is to keep moving customers around and among the shops and services.

### **Business Development: Zach**

- **Commercial Inventory Listing** – Zach presented a draft of a form that can be filled out by business owners and then uploaded to the KBC website. It would be similar to a real estate cut sheet, showing photographs and all pertinent information.
- **Additions to website** – three more sections could be added to cover: Programs, Grants & Services / Articles / Business Contacts
- **Survey** – Zach sent out to the directors a sample survey he created consisting of six questions for business owners. The board directors present all felt it was great and recommended that he continue using Google Forms which is free.
- **Retail Market Place Profile** – Zach was looking into getting a Market Place Profile on Kentville to look into the type of businesses in the Town, as well as household spending. The directors were mainly concerned with the cost of obtaining this information.
- **Inquiries** - Paul Finemore is looking for a donated space to open a Social Enterprise Workshop for youth. Braedon Dean is looking for grants to help with the start-up costs for The Valley Today. James Freeman is looking for space to open a small restaurant.
- **Valley REN Connector Program** – the Board feels this is a good idea, but would like to see more information.
- **Optional Funding** – Mark Phillips is in support of more flexibility regarding the \$25,000 extra money currently designated for the Façade Program. Zach is working on tracking how much money was actually spent in each Façade Phase.

### **Agenda: New Items**

### **Under Our Wing Insurance:**

The Board was concerned that the policy might not have adequate coverage for all the events that KBC is responsible for. Or, will KBC have to take out additional coverage for these events? Zach to look into it further.

**Hardware Gallery Sponsorship Program:**

This would really hinge on getting the approval to utilize the optional funding. In the meantime, the Board would like to be sent the information. It was determined that this would be an annual sponsorship.

**A Taste of Devour:**

The Board discussed the pros and possible cons of having the Devour event held in the specified location and for the specified amounts that they wish to have donated by TOK and KBC. In the end, given the significance of this initial Devour event coming to Kentville, it was felt that KBC should be pro-active in expressing their support – rather than waiting to hear what TOK is doing. The Board also discussed business sponsorships as a possible way of bringing down the requested amounts.

**Annual General Meeting:**

Leigh handed the logistics over to Wendalynn and Zach. He also gave notification that he intends to step down as Board President as soon as a replacement has been found. The Annual General Meeting is the time to announce a President and Treasurer (mandatory) – and a Vice-President and Secretary (optional)

**Meeting Adjourned**

**Next Brain Storming Session**

Tuesday, June 12th  
4:30  
Rec Dept Board Room, TOK

**Next Board Meeting**

AGM: Tuesday, June 26th  
5:00  
TBA