



Minutes of the Board of Directors Meeting September 25, 2018

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

Welcome

Attendance: All present except for regrets

Regrets: Wade / Jason / Gary Caven

Approval of Agenda: Courtney / Erik

Approval of Previous Minutes: Erik / Dave

Treasurer's Report

Agenda: Business Arising From The Minutes

Event Committee: Dave

Multicultural Fair

- Public attendance was well over 1,000
- Power source at the gazebo continues to be an issue
- Feedback from performers and vendors was highly positive
- One of the largest issues is the lack of volunteer help to set up, monitor, and tear down the event. It continues to be left to the small steering committee – who by that time are experiencing varying degrees of burnout from months of planning for this event (along with the daily handling of their other jobs)
- KBC allotted \$10,000 for the Fair this year. The committee targeted the use of \$6,000 of that amount and hoped to fundraise enough to cover the remaining costs. The latest tally shows just over \$1,000 as surplus. The committee is hoping that the unused KBC portion from this year can be earmarked for the 2019 MCF if possible.
- Two committee members attended the 2018 Multifest in Halifax this July, to promote our fair to that market. They returned with valuable vendor and performer contacts and the committee now has a waiting list for next year.
- Genevieve Allen Hearn, Emily Kennedy (Valley REN), and Vishal Bhardwaj (Multifest) have all expressed an interest in being a part of the 2019 Multicultural Fair Steering Committee. We are also working with the organizers of Multifest and the Provincial government to promote and grow these events throughout the Province.
- KBC is now poised to grow this Fair even more. However, consideration has to be given to the manpower/volunteer situation, venue, budget and so on before a commitment to a larger event.
- Knowing that the Multicultural Fair is by far the largest, most extensive and most popular event that KBC presents – and knowing there is definite growth potential, and that it is unique in the Valley area – Dave asked the

Board to consider whether they wish to designate the KBC Multicultural Fair as their 'signature' event, and are willing to support that designation in order to reach this event's full potential?

Other Events

Canada Cup

- Lindsay announced that it was a great success. Organizers were very impressed and will be bringing back the event in 2019. TOK is waiting for confirmation of the date.

Walk-A-Mile

- Gary said that this year's event raised at least \$13,500 – considerably more than last year. Also, the number of walkers was up from 20 to 40. Hiding the shoes was a good promotion, but the Board agreed it would be better next year to run it longer.

Harvest Festival 2018

- Event is scheduled to run October 6th from 10-2 in Centre Square. KBC Events Committee and the TOK Recreation Dept have been meeting weekly to jointly plan and execute the festival this year.

2018 Pumpkin Walk

- The event is back on and will be October 17th, with a rain date of the next day. Dave has been in touch with Nicole Robison to see if she would like KBC to continue investing \$1,000 in 1,000 glowsticks for the children – or maybe there is something else that's just as fun and more environmentally friendly.

Upcoming Events

- Torchlight Parade
- Jolly Holly (Dave White) Decorating Contest
- WIN-ter Wonderland shopping contest

Façade Program: general update on behalf of Jason

- There will be a Façade Committee meeting this Thursday. Mark asked to be a part of the committee.
- The committee will be discussing changing the wording in the original manual, as well as adding to it, in order to reflect the growing needs and interests of the downtown business community.
- There have been only two pay-outs thus far in Phase Three.
- October 31st remains as the deadline.
- For those who cannot make the deadline, there is the option of re-applying in Phase Four.

BDO Report: Zach

- Attended the "Accessibility Workshop" on August 14th. Many different grants available for businesses, with 66% of eligible expenses covered. Suggested promoting these as part of the Phase 4 Façade Program.
- "Available Commercial Listing Service" has been launched on the KBC website. Working on marketing this to the public.

- “Kentville Historical Society” – looking to work with KHS on possible projects
- The two new businesses in Kentville (LIV and Kings Chocolate-Treats) are both very happy with the support they have received from KBC and TOK.
- There was a request from Councilor Cathy Maxwell for a list of businesses who do not open/receive KBC communications.
 - The communications go out to ALL businesses in the downtown area. Besides being logistically impossible to know who is reading the newsletters, it also violates the privacy act in place to protect subscribers.
- Special Projects Funding ~ KBC should be giving serious thought regarding potential projects

Agenda: New Items

LUB & MPS:

Lindsay pointed out that KBC can either attempt to further delay the process, which will affect everyone already waiting, or allow this to move forward and then submit areas for further change once businesses have been surveyed. It was suggested by members of the board to craft a letter of acceptance of the LUB & MPS, but with KBC's concerns noted for the record. It was agreed that KBC needs to make changes in positioning themselves to receive timely communications from TOK so that the Board doesn't continue to find out about major issues at the last moment.

Advocacy:

Zach expressed concern regarding moving forward with the role of KBC and the actions needed to further the Strategic Plan. It was noted by various members that many downtown businesses have no idea what KBC does beyond what they see in our newsletters and social media platforms. They are aware that KBC promotes their businesses, and the town of Kentville, to the community at large, and keeps them updated with important TOK news. They not aware of the advocacy availability that KBC offers.

A Taste of Devour!

\$5,000 has been received from TOK. \$1,000 from the Valley REN. \$2,000 will come in if all tickets are sold. Zach announced that they are half-way to getting the targeted businesses confirmed.

BDO Performance Review

- 1) Courtney motioned that the Board accept a pay increase for Zach of 1.5%. Seconded by Erik. All approved.
- 2) Mark motioned that Zach manage the KBC bookkeeping. Seconded by Courtney. All approved.

Meeting Adjourned

Next Meeting: Tuesday, October 29th