



Minutes of the Board of Directors Meeting November 27, 2018 Wave Cycle Boardroom

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

Welcome

Attendance: All present except for regrets

Regrets: Dave / Robin / Lenn / Courtney

Approval of Agenda: Jason / Mark

Approval of Previous Minutes: Paul / Jason

Treasurer's Report

- (Zach for Mark): Gave a brief update. KBC is slightly under budget. Have not yet received the additional \$25,000 in funding at this point.

Façade Chair Report ...

- Jason reported that there will be a Façade Meeting this Thursday to further discuss changes for Phase Four, as well as to the Façade manual.
- Paul mentioned getting the Station Inn clock refurbished. It was felt that would fall under "Special Projects"

Events Chair Report ...

- Dave Reid had submitted his letter of resignation to the Board (as Director and as Chair of Events and the MCF).
Lindsay moved to accept Dave's resignation. Seconded by Wade.

BDO Report ...

- Zach spent time on a Business Retention & Expansion Visitation Course and follow-up meetings with Valley REN, exploring ways to expand the relationship with NSCC, and the concept of businesses staying open late.
- There was a Brainstorming Session to discuss LUB & MP's documents/signage, the Happy Community Project, plastic bag ban, pop-up shops and the possibility of a winter bonfire event.
- A new orthopedic health service is opening at 9 Webster Court, 60 Aberdeen Street sale is pending, and still in ongoing conversations with Carrie Yeo regarding her signs.

Agenda: Business Arising from the Minutes

2017 Strategic Plan:

- Zach went through the current list of goals and objectives and noted that quite a few have been successfully carried out.
- Gary Morse suggested that the Board hold a Strategic Plan review workshop in the New Year. He felt that plans should be renewed every two to three years to stay relevant.

LUB & MPS / Enforcement Survey Results

- Zach suggested the KBC recommend to Council the following:

- Council limit any more restrictions on businesses going forward, particularly on signage, and that there be a duty to involve KBC in the creation of such bylaws.
- Bylaws should be evenly and consistently enforced among all businesses
- When issues involving signage, and/or other bylaw infractions by businesses arise, that KBC be notified and involved in the mediation of these events.
- Lindsay reminded that Board that any changes now must be an amendment and must be specific. The Board felt the need to further press for amendments to the ground signs and window signs.
 - Action:** Zach to send the signage bylaws to the Board
 - Action:** Zach to set-up a further meeting

Agenda: New Business

- The assigning of a new Events & MCF Chair was deferred until it can be ascertained whether there is an interest among committee members.
- Wendalynn updated the Board that the Christmas Social will be at the Maritime Express Cidery on Wednesday, December 12th from 4:30-6:00, and that Hill's Grills will be catering.
- **A motion** was tabled by Jason to add Zachary Best (Business Development Officer) and Courtney McNutt (Board Director) to the list of those with signing authority for cheques. The two other names on the list would be Jason Blanchard (Board Director) and Mark Paish (Board Director). All other names to be removed.
 - Seconded by Mark Paish. All were in favour.
- Zach and Wendalynn are currently working on the Annual Report which is due the end of the year.
- Zach submitted an Entrepreneurship Attraction Strategy for KBC ~ it would be a comprehensive program to help attract entrepreneurs to start-up or move their business to Kentville.
 - **Action:** to begin discussions around researching ways KBC can actively support and attract entrepreneurship and entrepreneurs so that it becomes one of the focuses of KBC's business attraction efforts.
- There was a discussion among Board Directors regarding "Home Based" businesses. They agreed there was a growing need for some level of inclusion but there would also need to be detailed criteria laid out.
 - **Action:** to further define a "Home Based" business, what that must include, and how KBC supports these businesses moving forward.
- The "Happy Community Project" was tabled until the next meeting.

Meeting adjourned

Next meeting:
Tuesday, January 29th

