



Minutes of the Board of Directors Meeting

May 28, 2019

Wave Cycle Board Room 4:30 – 6:30

Called to order: by Leigh Morrison

Attendance: Zach, Leigh, Mark, Wade, Leigh, Paul, Gary Morse, Erik, Lindsey, Jason

Regrets: Robin, Gary Caven, Courtney, Lenn

Approval of agenda Jason, Second Gary Morse

Approval of previous minutes: Wade, second Gary

Treasurers Report:

- \$3,850 in MCF sponsorships confirmed so far, another \$6,000 currently pending, also beginning to receive vendor fees (Food \$50 each, Merchandise/Art \$25 each) will generate \$500 - \$1,000 in revenue for event.
- Have yet to receive first installment of Core Funding, will request from the Town
- Have yet to receive budget from Devour! For Kentville event, should receive within the week
- Funding implications regarding 'optional funding' to be discussed later

Façade Program: No Report, interest still about the program is high
May have some extra funds after current projects are complete.

Events Committee: Multicultural Festival still proceeding on track and waiting for details On Devour. Spring into Kentville is moving along nicely with lots of interest. Events going forward will depend on funding.

Executive Director Report:

- Month focused on optional funding request to town
- Ongoing work on draft communication plan – Phase 1: Harnessing the power of the internet to communicate our message/brand
- Ongoing Social media / website updates and management, created KBC Instagram account
- Working on updating KBC business registry



- Looking into changing up Festival of Flowers this year, goal of more public engagement
- Preliminary meeting with Wayne Taylor to discuss “Circus Circle” and how KBC may be able to help out with this program, discussed what the program is, and if there is interest from to the board to continue discussion with Wayne to look at ways KBC can help.
 - o Action Item: Board support for ED to continue discussions with Wayne regrading KBC’s possible involvement with Circus Circle

Motion to approve above reports: Mark Second Gary

Business arising from the minutes:

Optional Funding/CAC Update & Discussion

Discussion on the events arising from the last CAC, and the request to use optional funding for upcoming events in 2019. After lengthy discussion and closer consideration of the definition of a special project as stated in the amendment of our funding agreement as agreed to by the Town and KBC, the board approved to withdraw this request to access the optional special projects funding at this time.

Motion to withdraw request: Wade Second by Mark

As well, the board discussed how to move forward with the KBC events scheduled for this year including the Multicultural Festival, Devour! Kentville – Sip & Savour, WIN-ter Wonderland, Spring Into Kentville, Holly Jolly Decorating Contest, and Festival of Flowers. The board agreed that these events should go forward this year, and that KBC will withdraw up to \$20,000 from it’s reserves to fund these events.

Motion to approve withdraw from reserves up to \$20,000 to fund 2019 scheduled events: Wade Second by Gary

The Board continued to discuss the optional Special Projects funding and the best use for these funds. The Board agreed to establish a new working group that is focused on coming up with options for special projects for the board to review at our July regular board meeting. At that time, the board will decide which, if any, align with the KBC’s strategic plan objectives and fit with the special project definition.

Motion to form special projects working group: Wade second by Lindsay



Board operations

The board discussed the overall operations of the board, how to improve efficiency and communication, how to not get bogged down on certain issues and continually move forward, keeping board meeting discussion on track and focused on important issues.

New Business:

Communication Plan Phase 1 – First Draft Preliminary Look

Zach presented a preliminary look at the KBC Communication Plan. The plan's focus is harnessing the power of the internet to communicate our message & brand. It looks at creating content that is both informative and entertaining and the need to put in the effort and resources to make what we create stand out and be heard.

Highlights include:

- Online Video Marketing Push: Continually gathering footage to market Business Community and Town of Kentville
- Development and creation of a KBC web series to inform and promote the businesses community and services available to businesses
- Complete overhaul of KBC website and social media campaign (which is already in the works)
- The use of online marketing tools, Facebook Ad boosting, and other online marketing to effectively target audiences we are trying to reach for things such as: Projects, events, business recruitment, tourism, etc.

Upcoming AGM Prep

Discussed upcoming AGM scheduled for June 25 @ Maritime Express, social beginning at 4:30, with presentation and board executive elections beginning at 5:15

Also discussed recruitment drive for new board members.

Next board meeting moved to week prior to AGM, June 18

Letter of resignation from Courtney. Motion to accept from Paul second by Jason

Letter of resignation was handed out by Leigh Morrison as President and board member. Motion to accept by Jason second by Mark.

Meeting adjourn 6:30