



## **Minutes of the Board of Directors Meeting**

**June 18, 2019**

**Wave Cycle Board Room 4:30 – 5:45**

**Called to order:** by Wade

**Attendance:** Zach, Mark, Wade, Gary Morse, Erik, Lindsey, Jason

**Regrets:** Gary Caven, Lenn, Paul

**Approval of agenda** Jason, Second Gary Morse

**Approval of previous minutes:** Eric, second Jason

### **Treasurers Report:**

- \$6,000 currently confirmed in sponsorships/support for Multicultural Festival
- Request sent to town for first installment of core funding
- With no current plans to expand on events for this year, contracted labour costs may be lower
- Budget received from Devour! for Kentville event: Preliminary budget of \$16,900; reworked to tentative budget of \$13,800
- Reworked KBC budget is now running an approximate deficit of \$14,000

### **Façade Program:**

- Discussed request from a façade program applicant to change application to a different building for a project that had already been completed, request was not granted
- Mural Project at Main street Station complete and paid out. Cost came in under budget

### **Events Committee:**

- Planning for Multicultural Festival is going smoothly, gathering sponsorships and funding has been more difficult this year
- Spring Into Kentville is nearly complete
- Festival of flowers will have a renewed push this year, with more public engagement, public will vote for favourite floral displays
- Grant from Nova Scotia for \$5,000 was not successful for Multicultural Festival, contacting to get an explanation



- Mud Creek Rotary wants their funding to go towards vendor fees, which will not help the event raise funds
- Discussed ways to raise more funds in different ways to pay for event, such as upping the rate for vendors but to late for this year

## **Executive Director Report:**

- Mural project at Main Street Station was a resounding success, created a video to showcase the mural and it being completed which was posted to Facebook
  - o Over 23,000 reached
  - o 3,300 Engagements
  - o 203 Shares
  - o 11,000+ Views
- Social Media pages have seen continued growth, now surpassing 1,300 Facebook Likes & Followers
- Follow up meeting regarding Circus Circle and how KBC may contribute
- Discussed work on Spring into Kentville and Festival of Flowers
- Discussed concerns raised regrading burnout competition during Devil's Half Acre Motorcycle Rally, and issues with vendors disturbing businesses during Apple Blossom
- Discussed upcoming Juniorpreneur Camp put on by CEED

**Motion to approve above reports:** Mark, second Jason

## **Interim Presidents report: Wade**

- Discussed follow up to letter sent to council regarding withdraw of request for optional funding of \$25,000
- Met with the Mayor Snow and discussed ways for better communication with Council, potentially a joint meeting between KBC board and Town Council

## **Business arising from the minutes:**

**AGM Prep:** June 25, 4:30 Maritime Express Cider

- Discussed upcoming AGM and main topics of discussion which will be, 2019 Strategic Plan, Communication Plan, Special Projects Committee, and budget



**New Business:**

**Approval of Revised Budget:**

- Looked at and discussed revised budget and what it means for KBC moving forward
- Approved revised budget with projected deficit of \$14,000

Motion by: Gary, second Lindsay

**Strategic Plan 2019:**

- After recommendation from a board member, the strategic plan will be on the agenda of every board meeting to discuss and ensure KBC is working towards the goals and objectives laid out within

Meeting adjourn 5:50