



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

**July 16, 2019**

**Wave Cycle Board Room 4:30 – 5:45**

**Called to order:** by Wade

**Attendance:** Zach, Mark, Wade, Erik, Lindsey, Jason, Paul, Charlie, Lenn

**Regrets:** Gary Caven, Gary Morse

**Approval of agenda** Erik, second Jason

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

### **Treasurers Report:**

- Received first half of Core Funding from TOK: \$43,350
- Spent a total of \$487 on marketing for Spring Into Kentville
- Secured Radio and Acuity advertising with K-Rock for \$980 +tax for Festival of Flowers
- Contributed \$800 to Maritime Express towards 12 picnic tables for the Downtown
- Currently on budget, with potential to lower impact on reserves at the end of the year depending on expenses related to Multicultural Festival & Devour!

### **Façade Program:**

- Currently have \$21,389 in funding committed to façade program this year leaving \$3,611 available
- Board agreed to open up program again and accept applications for a short time to use remaining funding

### **Events Committee:**

- Spring into Kentville winner announced via Facebook on June 19<sup>th</sup>, reached over 2,600 people, with over 1,200 views, big thank you to Jeff Goode of Kings Chocolate!
- Festival of Flowers, continued marketing push, going well so far with lots of sharing on social media, created and published video to facebook July 4<sup>th</sup>, currently up to 320 votes, voting ends July 27<sup>th</sup>
- Multicultural Festival planning is going well, main stage entertainment is set and full, into final stages of planning and logistics now
- Devour! had a follow up budget meeting on July 12<sup>th</sup>



## **Executive Director Report:**

- Dan Stovel of REMO
  - Discussed having Dan make a presentation to local businesses regarding the Kings REMO and Emergency Preparedness
  - Board requested specifics of presentation and how directly beneficial it would be to businesses
- Circus Circle
  - Wayne Taylor is requesting support from KBC in some fashion
  - Discussed with board and agreed to not support this year, but would like more information next year to see what he accomplishes
- CEED Junieurpreneur Camp
  - Campers met with local entrepreneurs July 10<sup>th</sup>
  - Sale Day July 11<sup>th</sup> in Centre Square
  - I took part as a judge during final pitch presentations on July 12
- Kentville Rotary Club
  - Bill Danier has requested KBC make a presentation to the Kentville Rotary club on August 19<sup>th</sup> to discuss what KBC has been doing in Kentville and future plans
- Cornwallis River Bridge Project
  - Work is slated to begin Monday July 22<sup>nd</sup>
- Testing different forms of media and marketing through social media as research for communication plan to see what interests' people most. Including video, photos, engagement
- Attended an announcement at Lightfoot & Wolfville on July 9<sup>th</sup> from the Federal Minister of Tourism
  - In total \$590,000 in federal funding was announced for:
    - Devour! - \$180,000
    - Winery Association of Nova Scotia - \$285,000
    - Halls Harbour - \$125,000

**Motion to approve above reports:** Erik, second Jason - All in favor

**Business arising from the minutes:**



## **New Business:**

### **Devils Half Acre Survey Responses**

- Overall, responses were mixed. Most respondents do feel that this event has an overall benefit for the town as a whole, however many feel that it does not directly benefit their business. While 85% of respondents were open regular hours during the event only 25% had higher sales and in-store traffic over the weekend.
- Responses to question #6, asking respondents to rate their overall experience operating their business during the rally, shows that 55% of businesses had a good or excellent experience, while only 20% had a poor experience, and 5% having a very poor experience. (20% Moderate)
- One business did not open over the weekend due to the rally, and one other business said that in hindsight they would not have opened either because it was simply too disruptive to their business.

Below I have highlighted some of the complaints brought up by businesses.

#### **Complaints:**

- Tire Marks/noise/disturbances on Aberdeen St.
- Smoke & tire debris from burnout competition on Aberdeen St.
- More signage & guidance for drivers around town as many streets were blocked off
- Issues with profanity in music being played
- It being Father's Day weekend
- Lack of business involvement
- Only benefits a few businesses such as eateries, pubs..
- Better promotion, some businesses found customers did not know event was happening

The board agreed to send overview of results with Lindsay to Rally Planning Committee

### **Special Projects Committee**

- The board discussed the creation of a special projects committee, looking at members, task, objectives, and definition of Special Projects
- Chair: Paul Dixon Members: Wade Tibbo, Erik Deal, Mark Paish, Hillary Webb, Scott Hearn, Gerard D'Entremont, Zach Best, Charlie Aubie
- Task: To brainstorm and come up with one or multiple special project options under the definition below to then be taken to the KBC board of directors for approval.
- Goals & Objectives: To create one or multiple new and innovative projects, campaigns, or initiatives that will bring about economic and community growth to the Town of Kentville.



- Definition of Special Project: "Special Projects" will be projects, events, campaigns, and/or initiatives that the KBC Board would like to implement or support that go towards our mandate to bring about economic growth. Projects may include business recruitment & retention projects, community & economic growth projects, supporting similar projects from other organizations, and promotion of the business community & Kentville as a whole. Each "Special Project" will be weighed against the strategic goals and objectives of KBC. As the name describes, each will be special. It will be something new and innovative that may not have been done or attempted before. It will need to prove that it will have lasting impacts on the Town and Business Community.

Motion to Approve creation of Committee, Committee Chair, & Members:  
Erik, second Mark - All in favor

### **AGM Debrief**

- Had a quick debrief discussion on the AGM
- Board agreed it went very well with good turnout
- Agreed to send out AGM report and new Strategic Plan to all Kentville businesses

### **Dog Kennels**

- Discussed possible project with Kentville Community fund to purchase 2 more (to add to 5 others) dog kennels for Kentvilles Downtown for \$1,000

Motion to approve purchase of Kennels: Lenn, second Lindsay - All in favor

Meeting adjourn: 6:00

Motion: Lenn, Second Jason