



Minutes of the Board of Directors Meeting

August 20, 2019

Wave Cycle Board Room 4:30 – 5:55

Called to order: by Wade

Attendance: Zach, Mark, Wade, Erik, Lindsay, Jason, Gary, Paul, Charlie, Lenn, Jaimie, Hillary

Regrets:

Approval of agenda Erik, second Jason

Approval of previous minutes: Gary, second Jason

Treasurers Report:

- Discussed Multicultural Festival Budget and purchase of pop-up tents for the festival
- Devour! Sip & Savour is projected to generate enough revenue and sponsorship/support to be self sufficient and require little to no investment from KBC.
- Labour Costs are projected to be less than budgeted, unless more contract work is needed throughout the rest of this year.

Façade Program:

- Discussed new Façade Applications Accepted from 5 businesses & remaining budget

Events Committee:

- Festival of Flowers
 - Over 2 Dozen Participants
 - Introduced new voting format for event
 - Good participation in voting increasing inclusiveness for the event
- Kentville Multicultural Festival
 - Slightly larger than last year with particular emphasis on increased diversity and inclusiveness
 - Our event coordinator has done a great job putting together the event and has developed an operations manual for the Festival to include all relevant details, contact and logistical information, etc.



- Devour!
 - All aspects of event are proceeding forward for a greatly expanded event
 - 4 Rooms in Main Street Station with more food and beverage stations, entertainment features and the involvement of Phantom Effects are all adding to the enhanced event
 - Available tickets to the event are double last years number
 - Following up on last years event our expectations are high for this year

Executive Director Report:

- Meeting with Valley REN regarding Executive Pulse CRM
- Discussed work on Festival of Flowers including video results: Reach of over 9,500
- Made Presentation to Kentville Rotary Club August 19
- Discussed continued work on Multicultural Festival
- Meetings with potential Board Members
- Follow up with Dan Stovel – Kings REMO
- Discussed ongoing work on Communication Plan
- Discussed correspondence with Carrie Yeo regarding municipalities adopting the One-For-One rule to reduce red tape and irrelevant regulations for businesses

Motion to approve above reports: Gary, second Mark

Business arising from the minutes:

Funding Agreement – Schedule A

- Board had a discussion regarding Schedule A of the funding agreement with TOK
- Looked at how we align KBC programs & actions with what is laid out in agreement

Special Projects Committee - Update

- The Special Projects Committee proposal was presented with the project consisting of two components.
 - Component 1: A video series professionally produced that promotes key messages about Kentville.



- Component 2: KBC Branded re-usable shopping bags that are sent out to individual households and businesses
- Total Funding requested: \$20,091

Motion to approve Special Projects Proposal: Paul, second by Gary
All in Favor

New Business:

Approval of Additional Board Members

Motion to approve two new Board Members to the KBC Board of Directors; Hillary Webb & Jaimie Corbin

Motion: Erik, second Jason

All in Favor

KBC Dollars/Doctor Recruitment

- Discussed new KBC Dollars program; a Downtown Kentville shopping incentive program
- \$5 Coupons that act like Cash at participating businesses
- These coupons will be given out to specific groups that we want to attract to Kentville, with KBC Contests etc.
- Will also be used as gifts to the new doctors coming to the VRH and presented at event being held at Main Street Station

Joint KBC/Council Meeting – Sep 4th

- The board discussed the upcoming joint meeting with Kentville Town Council and what will be discussed

Meeting adjourn: 5:55

Motion: Erik, Second Jason