



**Minutes of the Board of Directors Meeting
September 17, 2019
Wave Cycle Board Room 4:30 – 6:00**

Called to order: by Wade

Attendance: Mark, Wade, Erik, Lindsay, Jason, Gary, Jaimie, Zach

Regrets: Paul, Lenn, Hillary, Charlie

Approval of agenda Jason, second Mark

Approval of previous minutes: Gary, second Jason

Treasurers Report:

- Discussed Multicultural Festival Final Budget
 - o Total Cost of event: \$18,034
 - o Total Cost to KBC: \$8,884
 - o Total revenue, sponsorships, & support: \$9,150
- Discussed remaining radio budget for holiday promotions; budgeting \$1,500
- Discussed financial support for Harvest Festival; agreed to support the event for \$400; Motion Gary, second Erik
- Spending small amount of marketing & promotion budget on Facebook ad boosting

Façade Program:

- Three façades have been completed to date
- Two projects will no longer be going forward
- Discussed opening the program up again, but agreed to hold off and forward the remaining funds to next year

Events Committee:

- Complete Multicultural Festival Event report has been completed by Event Coordinator Genevieve
 - o The report includes a complete event profile with vision & mission statements, goals, objectives, survey results, recommendations as well as detailed financials
 - o The report also includes Key messaging, marketing plan, evaluation methods, and a critical path



Executive Director Report:

- Continued revamping of KBC website, marketing focus, looking at what pages are being visited, and researching ways to draw more traffic
- Created a week long campaign for Walk a Mile In Her Shoes event (with the help of Jaimie) highlighting inspirational women who have overcome adversity, made a positive impact on the world, and/or made major accomplishments
- KBC Dollars program is underway, 41 businesses signed up to participate, all have been given info packages and sample coupons
- Two new businesses opening soon: LilyPond Vintage Furniture & Sable Shortbread

Motion to approve above reports: Erik, second Jason

Business arising from the minutes:

Joint KBC/Council Meeting - Update

- The board discussed the joint KBC/Council meeting held on Sep 4th. The board all agreed this was a very positive meeting and discussed the one question raised about KBC's catchment area.

Special Projects - Update

- KBC's Special Project Request was presented along with the Quarterly Report to Council at the September CAC meeting. Council voted unanimously to support the project and approve the total \$20,091 in funding.
- Committee will meet this week to get a path forward started, and fall content will be started immediately

New Business:

Deed Transfer Tax

- Discussed the potential Deed Transfer Tax being considered by council and whether KBC should be advocating for or against this issue. How would this effect businesses and the community at large? The board agreed that more information was needed

KBC Events – Discussion

- With this year's event season winding down the board began discussing plans for next year and beyond. Discussed the possibility of other events that we may want to take on/evaluation of current events, what resources are



required to continue creating/hosting events, as well as KBC's role in Downtown Events

KBC Funding – Discussion

- The board began discussions surrounding KBC's funding and what resources will be required moving forward

Strategic Plan – Discussion

- With funding and events in mind the board discussed the strategic plan and whether there is a need to make any amendments to ensure the direction of KBC is clear, and accurately reflects the boards vision.

Meeting adjourn: 6:00

Motion: Erik, Second Jason