



Minutes of the Board of Directors Meeting

January 21, 2019

Wave Cycle Board Room 4:30 – 6:00

Called to order: Wade

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

Regrets: Lenn, Charlie, Jaimie

Approval of agenda: Jason, Erik

Approval of previous minutes: Gary,

Treasurers Report:

- A final meeting was held with Devour and was agreed that ticket revenues would cover the administration and promotion fee to Devour! Final current expense to KBC for event is \$5,677
- Façade Program: Funding paid out to date: \$12,225. Outstanding project funding: \$3,090 approved. Estimated remaining funding at end of this year: \$9,686
- Downtown Marketing: We are slightly over our original budget after continued support of multiple events. Currently sitting at \$6,876
- Purchased a Projector for KBC total: \$538
- Special Projects: Videos have been completely paid for, have spent \$1,651 on distribution & marketing leaving \$2,099 in this funding that can be carried forward and used for distribution next year.
- 50% Down payment has been made for Re-usable bags totaling: \$3,492 Second installment to be made once the bags arrive at Toronto distribution centre (4 – 8 weeks?) This leaves \$1,779 of funding remaining for distribution.
- There is still \$4,900 in 2019/2020 special project funding remaining
- On track for desired remaining cash reserves at the end of this fiscal year to invest in 2020 Action Plan

Façade Program:

- Only two projects remaining to be funded, then Phase 4 will be complete
- We have begun promoting Phase 5 of the program, and have already begun receiving inquiries
- We will begin accepting applications for Phase 5 on February 22nd

Events:

- Our Events Strategy RFP was sent out on January 17th and will be accepting proposals until February 12th



Executive Director Report:

- Gave an update on the success of our special project with our videos receiving over 50,000 views and reaching well over 115,000 people on Facebook alone. A Kentville Christmas Story also caught a lot of media attention with a story being published on the Saltwire Network, and was picked up by CTV News Atlantic with reporter Suzette Belliveau coming to Kentville to Interview several businesses that were involved which aired on CTV Live at 5
- Gave an update on our communications efforts which have seen tremendous growth over the past few months. Thanks in large part to the success of our special project videos and subsequent media coverage. This puts us in a great position as we go into the new year to reach an even greater number of people as we continue to promote the business community.
- Updated the board on our Annual Report and 2020/2021 Special Projects request presented to Council on January 13th both were received very positively by council and ultimately approved.

Presidents Report:

- Meeting with CAO, great conversation, brought her up to speed on KBC, suggested we ask Council to change our funding agreement, glad her mindset is there, and wants to cut red tape with Council.
- CAC - Great feedback from Council, home based business question was brought up again, gave same answer and how perhaps the HUB could be a support for that but other than that we can not support those businesses, our goal is to bring more businesses downtown - Asked us about sharing the info about shoveling sidewalk, lindsay drafted language and we can share this on our facebook page, not our mandate to enforce bylaws, discussed the issue with removing snow from the sidewalk and how the bobcat used to move it off the sidewalk, the bylaw doesn't state that but they were, there has been no policy change but there may be a practice change... Lindsay will talk to public works, about it.
- DDBC - Thought it would be useful to have a conversation with them, the similarities were crazy, started the same way, had the same story and issues with businesses, bigger budget of \$400,000, sponsor events, focus on murals, placemaking, and communicating, told us about their marketing strategy on Instagram and Facebook where they partner with other organizations to make posts, Mentioned DAC conference and sending us info, slogan is All Together, interesting to know they are doing some of the same things and having some of the same issues

Motion to approve above reports: Erik, Mark



Business arising from the minutes:

Governance & Bylaws

- Minimal Update at this time. Will continue to work on this and bring back to the board when prepared.

Branding Update

- The board discussed the proposed KBC logos that Jaimie drafted. Overall the board liked the logos but agreed some slight changes could be made. It was decided that Hillary would follow up with Jaimie to discuss some potential changes to bring back to the board.

Strategic Plan Review

- The board agreed to postpone this to the next board meeting.

New Business:

Centre Square Activation Project

- Lindsay presented to the board the proposed Centre Square Activation project being presented to Council at the next CAC meeting.
- The board discussed the project at length and went over the potential positives and negatives the project represents. Citing: Increased greenspace and use of Centre Square will likely draw more people downtown and create a better space to host events, farmers market, live music, etc. The only negatives discussed by the board were the loss of parking spaces, potential issues with loitering, etc.
- However the board agreed that the positives of this project outweighed the negatives and voted to support the project going forward.

Motion to support Centre Square Activation Project: Paul, Second Jason; All in Favor.

Special Project Proposal

- Zach presented a special project proposal for the remaining 2019/2020 special project funding.
- The proposed project is to invest the remaining \$4,900 in 2019/2020 special project funding in a portable stage. This along with the Town's potential 'Centre Square Activation Project', and KBC's events strategy, will make for an excellent opportunity to create an amazing outdoor and/or indoor venue for events, concerts, etc.
- Total project cost: \$4,458 + HST = \$5,127
- Remaining \$227 not covered by special project funding would be taken from KBC Cash Reserves.

Motion to approve Special Project: Erik, Second by Mark; All in Favor.



Meeting adjourn: 6:00

Motion: Wade, Jason