



**Minutes of the Board of Directors Meeting
November 19, 2019
Wave Cycle Board Room 4:30 – 6:00**

Called to order: Wade

Attendance: Wade, Mark, Erik, Jaimie, Gary, Hillary, Charlie, Jason

Regrets: Lenn, Paul, Lindsay

Approval of agenda: Gary, Erik

Approval of previous minutes: Gary, Erik

Treasurers Report:

- Discussed budget for devour, at this point had not received final ticket sales numbers.
- Discussed Façade program funding and estimated remaining funding of \$9,400 to be carried forward to next years program
- Downtown marketing expenses are likely to be slightly higher than budgeted due to continued support of various events
- First half of payment for video production has been paid, second half to be paid in December
- There is still \$4,900 in special projects funding remaining for this year

Façade Program:

- Seven projects completed to date totalling \$11,124 in funding
- Two projects waiting to be completed for another \$4,500 in funding
- Discussed upcoming Phase 5 and agreed to hold a committee meeting early in the new year.

Events Committee:

- Devour
 - The event itself was a huge success going from 150 attendees to over 200, many film producers and directors were in attendance giving Kentville great visibility
 - There were however some issues discussed in regards to planning and preparations for the event, as well as things that could be changed next year to make the event run more smoothly. There will need to be a better understanding of roles and responsibilities between devour!, KBC, and event partners
- Planning for WIN-ter Wonderland is nearly complete and will begin Nov. 22



Executive Director Report:

- Meeting with the Valley REN to continue discussing ways our organizations can work together. In particular the collection and utilization of valuable information to help position Kentville moving forward
- Meeting with NSCC to discuss the work the college is doing on rural innovation and entrepreneurship innovation. As well as the possibility of a business hub in downtown Kentville
- Joint meeting with KBC board members, Valley REN and local home based business owner to further discuss the potential of a business hub or co-working space
- Discussed plans for upcoming Holiday promotions and contest
- Discussed launch of fall video and positive feedback

Motion to approve above reports: Erik, Jaimie

Business arising from the minutes:

Banking Update

- Signing authority updated

Special Projects Update

- Discussed Fall Video feedback and performance: Reached over 40,000 and received 25,000+ views Total advertising budget spent: \$400
- Discussed holiday video story board, shooting dates, businesses involved, etc.
- Update on re-usable bags, decided to wait to order bags until potential rebranding discussion was held later in meeting

Remaining Special Projects Funding

- The board discussed the \$4,900 in special projects funding remaining for this year
- Discussed possible options for the funding and agreed to bring options back to next board meeting

Governance & Bylaws

- Discussion on the current state of the KBC bylaws and discussed the ongoing process of going through and updating them

New Business:

Holiday Social

- Discussed the upcoming Holiday Social, set dates, location, entertainment, budget, etc.



KBC Rebranding

- A discussion was held on the potential of rebranding KBC and what it would entail. The discussion was around the notion of modernizing the KBC logo, to help our marketing efforts going forward. Jaimie offered to create some sample logos and send them to the board to look at and discuss further

2020 Action Plan

- The 2020 Action Plan was presented by Zach and discussed by the board.
- The board determined a few changes were to be made, and a motion was then put forward to approve the plan.

Motion to approve 2020 Action Plan with minor changes

Erik, Second Charlie, all in favour

Meeting adjourn: 6:00

Motion: Wade, Jason