



KBC Board of Directors Meeting

Tuesday, November 17th 2020

Maritime Express Parlour Room

4:00pm – 6:00pm

Minutes

Present: Genevieve Allen Hearn, Mark Paish, Jason Blanchard, Lindsay Young, Gary Morse, Paul Dixon, Doug Ralph, Jaimie Peerless, Hillary Webb

Guest: Brennan Fitzgerald

Meeting Opening

- Paul Dixon called meeting to order 4:08pm.
- Introduced our guest, Brennan Fitzgerald. Brennan works for Valley REN and previously worked for a BIA in Vancouver. He is interested in participating on the board of directors, and attended to observe a meeting.
- Approval of Agenda
 - Jason Blanchard moved and Gary More seconded the approval of the agenda.
- Approval of Oct 20th, 2020 minutes
 - Jason Blanchard moved and Mark Paish seconded the approval of the agenda.
- Business Arising from Minutes
 - Paul is accepting applications for Vice-President of the Board.
 - Paul called for nominations for President from the floor.
 - Jaimie Peerless nominated Paul Dixon as President of KBC. No other nominations from the floor.
 - Paul Dixon accepted the nomination of President of KBC.
 - The board unanimously approved the nomination of Paul Dixon as President of KBC.
 - Gary Morse has reached out to Ginger MacPhee about the former Chrysalis House building but has not reached her. He will continue to try to get a hold of her so the board can formulate a parking lot proposal.

Committee Reports

- Treasurer Report
 - \$5,000 was awarded to Maverick for their façade improvements.
 - Received a cheque for \$44... from the Town. There was discussion about whether this is core funding or special project funding.
 - There was discussion about recruiting a Treasurer for the board or to pay someone for these services.



- Recommendation that the board brainstorms ideas for a Treasurer. Lindsay has a contact at Kent and Duffet and Jaimie has a friend who she contacted.

Action item: Mark will meet with Genevieve to go over bookkeeping.

- President Report
 - Paul Dixon sent a letter to the new Council to let them know about the change in KBC leadership. He also met with Lindsay Young and interim CAO Brian Smith. The main topic of conversation was the funding agreement with ToK. Paul recommends that KBC renegotiates a three-year funding agreement with the Town. KBC is required to prepare a proposal for ToK for the beginning of 2021.
 - Paul recommends KBC has a roundtable session on how to move forward. We will hold this meeting on Tuesday, December 1st at 4pm.
- Façade Program Report
 - 2 open façades left on the table. Jason will follow up with these.
 - Genevieve will find the façade program spreadsheet to assess funding allocation.
- Promotions Report
 - Thank you to Jaimie Peerless, who put a huge amount of work into the latest KBC promotional video!
 - The board viewed the video and all felt it was ready to roll out.
 - Doug Ralph will be running a Tag for the Bag contest after the Holly Days Festival.
 - Genevieve feels the video is a good way to tell the story of the hashtag.
 - 2,000 bags have been given away to businesses and organizations throughout town.
 - Doug and Genevieve revitalized the promotions committee, and met with committee members last week. The committee does not have any board members. Hillary Webb volunteered to switch over from the Events Committee to the Promotions Committee.
 - Doug gave a social media update:
 - Increased reach by 1,400 per month.
 - 125 new likes on Facebook.
 - Engagement is up 113%.
 - Page likes up 102%.
 - It was felt there is an opportunity to run a workshop on managing social media for businesses. Doug Ralph could facilitate. This is something that could be run in the new year.
 - It was suggested we could do a better job at promoting the AVCC courses by increasing the frequency of these posts.

Staff Report

- 26 décor grants were awarded. This is 11 more than we agreed to, so Genevieve suggested we borrow funding from the marketing budget to cover the extra décor grants.



Kentville Business COMMUNITY

- Mark Paish made a motion to reallocate \$2,000 from the marketing budget to the holiday décor budget. Jaimie Peerless seconded the motion. Motion passed.
- Task force committee
- Pumpkin palate evaluation
- Holly days festival
- Striking an events committee
 - Hillary can jump ship
- Accessibility survey – want to send a presentation to the board.
- Rack card
- Recommendation: a summary of what has been done in the newsletter last month.

New Business

- Maverick Communications
 - 3D mapping of businesses. They want to talk to the board to see if there's any value in working together. KBC requires clearer terms about whether this falls within the mandate of the organization.
- Paul Hutten
 - Developing a survey on how the business community interacts with Open Arms, and what sort of symbiotic relationships could be developed. KBC agreed to look over the survey.
- Winter Sing-along
 - KBC can't support a sing-along during COVID.
- Christmas cards for downtown businesses? Send an email to board members about a Christmas gathering.
- Funding Agreement with ToK

Meeting Closing

Next meeting date: Tuesday, December 1st at 4pm.

Meeting was called to adjourn 6:13pm by Paul Dixon.