



## Kentville Business Community Board Meeting

Tuesday, October 20, 2020 4pm-6pm

### Minutes

*Present: Paul Dixon, Wade Tibbo, Jason Blanchard, Jaimie Peerless, Hillary Webb, Lindsay Young, Genevieve Allen Hearn*

*Guest: Doug Ralph*

*Regrets: Gary Morse, Mark Paish*

### Meeting Opening

- Meeting called to order 4:55pm
- Approval of agenda moved by Jason Blanchard and seconded by Jaimie Peerless.
- Approval of Sept 15<sup>th</sup> minutes moved by Jason Blanchard and seconded by Hillary Webb.

### Business arising from Minutes

- Chrysalis House Property: Looking for an update from Gary Morse regarding a conversation about the Chrysalis House property. Will table this for next meeting.
- Marketing Equipment:
  - Genevieve talked to Zach Best about pricing the equipment. There was only preliminary work done on this.
  - Genevieve commented that the equipment would require training. It was suggested that training could be included in the Communications Plan budget.
  - Jason mentioned that someone is providing drone services for free in the area. Is there a need for purchasing a drone? The board discussed, and decided that there are other areas in the budget that need our attention more.

**MOTION: Paul Dixon made a motion that KBC rolls the communications funding (\$7,000 allotted to equipment and hub research) into 'Seasonal Promotion' funding for the holidays (pop-up initiative, buy local campaigns, and distribution of the bags). Hillary Webb seconded the motion. Motion passed unanimously.**

### Treasurer Report

- No proof of payment from Maverick's façade improvements yet. Genevieve has been in touch.
- Jason Blanchard moved to approve the budget, Jaimie Peerless seconded.

### Staff Report

- Genevieve rolled out the first annual Great Pumpkin People Pleaser – all restaurants except Fresh-O participated this year.
- Genevieve asked for permission to apply for a \$3,500 Edible Tree Grant through TreeCanada. The deadline is November 30<sup>th</sup>. Permission to move forward was granted.



# Kentville Business COMMUNITY

- Genevieve requested permission to work on a Welcome Package for new businesses, including a rack card, and information on where to access permits, etc. Permission to move forward was granted.
  - o Lindsay mentioned that there is a 'How to grow your business in Kentville' page on town website that would be useful to this endeavour.
- Genevieve requested permission to work on a Holly Days Festival weekend in partnership with the Town of Kentville. It would fall on the same weekend as the Torch Light Parade. Permission to move forward was granted.
- Genevieve requested that the board reallocates the remaining funds for the Festival of Flowers to a Holiday Décor grant. The terms are as follows:
  - Proof of payment and photo of décor on TorchLight parade evening (Nov 20<sup>th</sup>)
  - For exterior décor only

**Action item: Genevieve will write up the terms for the holiday grant for the board to make a decision via email correspondence.**

- Genevieve will be organizing an artisan holiday market in the Calkin building Nov 20<sup>th</sup>-21<sup>st</sup>. There were some concerns that this may overlap with the work that is being done with Christmas in Kentville. Genevieve has been in touch with the organizers, and is working on a plan to coordinate efforts.
- Genevieve will encourage shops to stay open until 9pm on November 20<sup>th</sup> for a Late Night Shopping Party

## **President Report**

- Wade read his letter of resignation. See attached.

## **New Business**

- The meeting ran short of time, so Lindsay will discuss the Maverick opportunity at the next meeting.
- It was suggested that Ashley Simon be a candidate for a potential board member.

**Next Board Meeting:** November 17<sup>th</sup>, 2020

Meeting adjourned 5:58pm