



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Tuesday, September 15th 2020

Main Street Station

4:30pm – 6:30pm

Minutes

Meeting Opening

- Call to order – Wade Tibbo called the meeting to order at 4:23pm.
 - KBC Board will meet at 4pm moving forward.
- Approval of Agenda
 - Gary Morse moved and Paul Dixon seconded the motion to approve the agenda.
- Approval of Minutes
 - Minutes were not circulated for last meeting. The board received a presentation from Kitchen Table Consulting about the Event Strategy and then the meeting went in camera.
- Business Arising from Minutes
 - KBC discussed sending a letter to the Town of Kentville suggesting the purchase of the former Chrysalis House property to convert it into a public parking lot. There is some concern about public correspondence before initially feeling the idea out.
 - **Action: Gary Morse will have an initial conversation with Ginger MacPhee (ED) and Cate Savage to gauge feasibility.**
- Introductions
 - Genevieve Allen Hearn will be acting as interim ED until the 2021 budget has been approved.
 - KBC welcomed back Jaimie Peerless to the board.

Committee Reports

- Treasurer Report
 - CBDC grant money is forthcoming.
 - There was discussion about how to use the communication plan money. This funding was originally approved for promotional equipment such as a drone and video camera.
 - **Action: Zach might have items priced out already. Genevieve will reach out to Zach. Jaimie will also research pricing.**
 - There has been a recent influx in applications for façade funding. It was originally thought that KBC end the façade program after 2020/21, but there was discussion about continuing the program since KBC is still receiving applications that meet the criteria.
 - Canopy Creative is still contracted to complete two more promotional videos.



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- Since Genevieve's contract is part-time, there is room in the labour costs budget to hire Doug Ralph to produce a promotions strategy for KBC.
 - Hilary Webb volunteered to help steer the promotions contract on the Marketing & Promotions Committee.
- Paul Dixon moved and Jason Blanchard seconded the motion that KBC allots \$6,000 for a contract with Doug Ralph to drive KBC's promotion initiatives forward until the end of the fiscal year. The KBC board voted unanimously in favor and the motion was carried.
 - **Action: Wade Tibbo will reach out to Doug Ralph about the contract. The contract outcomes will include a social media strategy, a plan to distribute the shopping bags, and a plan for driving the #wearekentville brand.**

Staff Report

- Genevieve requested the funding left over from the Festival of Flowers budget to put towards Pumpkin People Festival initiatives. She suggested approaching Tides Contemporary Gallery to create pumpkin people scenes behind empty storefront windows in town. Genevieve will also be connecting with restaurants and cafes to offer a pumpkin culinary trail during the month of October to coincide with the Pumpkin People Festival. She will be meeting with Lindsay Young and Ashley Alders to develop a cohesive marketing plan with the town.
- The board suggested that Genevieve offer \$1,000 for the Pumpkin People scenes, with a bit of flexibility if Tides Contemporary Gallery requests more. The Town of Kentville can donate materials for pumpkin people.
 - **Action: Genevieve will connect with Tides Contemporary Gallery regarding pumpkin people in town.**

New Business

- AGM Planning
 - The AGM be held Tuesday, Oct 6th at 4:30pm – 5:30pm
 - Order of events:
 - Go over financials
 - Brief of Event Strategy
 - Candidate meet & greet with business community 5:30pm-6:30pm
 - Public candidate meet & greet outdoors in Centre Square at 6:30pm
 - Genevieve will provide identifying lanyards for candidates
 - Masks encouraged for the meet and greet
 - It will be an RSVP event



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- Genevieve will send a formal invite to Council and candidates (Lindsay suggested to go through Jennifer West)
 - Under current COVID-19 restrictions, KBC can offer pre-packaged food at AGM.
 - The Main Street Station ballroom will be the back-up location in the event of poor weather conditions.
- Board Recruitment
 - All board members at the meeting plan on staying on.
 - There was some speculation that Lenn Herritt may be stepping down because he divides his time between Kentville and Montreal, and rarely attends meetings.
 - The board is missing an accountant. Wade suggested that KBC reached out to the partners at Kent & Duffett.
 - Hillary recommended Carrie Yeo from Light Laser Touch.

Meeting Closing

- Comments or announcements
 - Hillary is pregnant! And has a new Fundraising & Events position with Valley Regional Hospital Foundation.
- Next meeting date
 - Oct 6th (AGM)
- Adjournment
 - Wade called to adjourn 6:12pm.