



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed April 14th, 2021

Main Street Station Ballroom

4:00pm – 6:00pm

Minutes

Present: Paul Dixon, Jaimie Peerless, Gary Morse, Brennan Fitzgerald, Doug Ralph, Genevieve Allen Hearn, Hillary Murphy

Guests: Evan Marshall, Carrie Yeo

Regrets: Jason Blanchard, Mark Paish

Meeting Opening

- Call to order – Paul called to order at 4:03pm
- Approval of Agenda – Brennan Fitzgerald moved and Gary Morse seconded the motion to approve the agenda.
- Approval of March 10th 2021 Minutes – Brennan Fitzgerald moved and Gary Morse seconded the motion to approve the minutes from March 10th, 2021
- Business Arising from Minutes
 - Kentville Town Council has not yet approved the funding.
- Introductions
 - Carrie Yeo is a business owner (Light Touch Laser) and is joining the meeting as a potential board member.

Committee Reports

- Treasurer Report
 - Genevieve has brought Quickbooks up to date.
 - Still owed \$20,025 from Town of Kentville.
 - Need to bill the town for special project funding for the 2020/2021 fiscal year.

Action item: Genevieve will invoice for the special project funding.

- President Report
 - Town Council Budget meeting is tonight.
 - Cate Savage will be joining the board as an ex-officio from Town Council. Councilor Savage is a former President of KBC.
 - Need to build the Executive – looking for a Vice President and Treasurer. Paul would like to discuss this at the next meeting.
 - Brennan Fitzgerald has volunteered to step into one of the roles.
- Façade Program Report



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- Lenn Herritt building will start work very soon – perhaps in the next week. Should be done by the end of April.
- Genevieve requested the remaining \$5,000 in the façade program goes to the mural festival, and Jason gave his approval via email.
- Promotions Committee Report
 - Easter promotions – Kentville After School program got involved in Easter decorations
 - Really positive feedback on the Easter egg window hunt
 - PSA about mask wearing with Kentville Police Department
 - KCA students made cards for Front of Line workers
 - Lots of social media engagement – 7,000 organic views on the card post
 - Win What you Buy contest coming up end of April
 - Request from a community member about the ‘Dogs of Kentville’
 - Mother’s Day promo in the works. Profiling ‘Kentville famous’ moms.
 - Paul suggested giving out free coffee for Mother’s Day
 - Gary Morse moved and Jaimie Peerless seconded that KBC use \$1,000 from last year’s reserve for a Mother’s Day promotion. \$500 at each café for coffees and tea (no specialty drinks). The event will run on the Saturday before Mother’s Day.
 - Town is doing a garbage clean-up on the weekend of April 24-25.
 - Lindsay needs a volunteer in Centre Square 10am-1pm. Jaimie volunteered.
 - KBC will cross promote and contribute to the draw.
 - Safeguard can lend garbage bins for collecting the bags.
- Events Committee Report
 - The committee met about the mural festival.
 - Waiting to hear about the grant.
 - ToK will give \$2,500-\$3,000 for the festival.
 - Hillary will participate on the events committee if she can make the meetings.

Staff Report

- Insurance (board insurance and general liability) has been renewed.
- Registered to be a member of the Atlantic Downtown Business Association.
- Working on updating the board package materials.
- TreeCanada did not select Kentville for the tree grant this year. The recommended that KBC apply again next year. Carrie Yeo suggested that KBC look at a tree sponsorship model whereby citizens could ‘sponsor’ a tree in town.

Action item: Genevieve will bring a tree sponsorship proposal to the next board meeting.



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Social Media Strategy Update

- Doug presented the strategy to the board.
- The strategy is a living document and can evolve over time.

Nomination of Board Members

- Jaimie Peerless made a motion to nominate Evan Marshall and Carrie Yeo as Directors of the KBC Board. Gary Morse seconded the motion. The board voted unanimously in favor.

Meeting Closing

- Next meeting date – Wed, May 12th 4pm-6pm
 - Gen will send calendar invite.
- Adjournment
 - Brennan Fitzgerald moved to adjourn at 5:47pm.