



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed Feb 10th, 2021

Maritime Express Parlour Room

4:00pm – 6:00pm

Minutes

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

Meeting Opening

- Call to order
 - Paul called the meeting to order at 4:05pm.
- Approval of Agenda
 - Mark Paish moved and Gary Morse seconded the approval of the agenda.
- Approval of Jan 13th 2021 Minutes
 - Jason Blanchard moved and Gary Morse seconded the approval of the January 2021 Minutes.
- Business Arising from Minutes
 - No business arising.

Committee Reports

- Treasurer Report
 - Nothing to report.
- Façade Program Report
 - Lenn Herritt is still owed for his façade.

Action item: Genevieve wrote the cheque for \$5,000 after the meeting and delivered it to Lenn Herritt's office.

Action item: Gary Morse will send an invoice that is marked as paid to Genevieve.

- Genevieve cannot reach Kate Seaman about the potential mural on her building. She will try contacting Cate Savage, who is a friend of hers. Hillary Webb also has a connection to Kate Seaman.
- Promotions Committee Report
 - Fire & Ice Winter Carnival starts today.
 - New promo video is shooting next week.
 - Note writing campaign to pass on kindness.
 - Focus on health and wellness.
 - Doug is rolling out 'Did you Know' posts about businesses and organizations in town.
 - Ads on radio stations and an ad in The Grapevine about Fire & Ice.
 - Meeting next week with the promotions committee.



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- Events Committee Report
 - Working hard on Fire & Ice Winter Carnival.
 - Looking at running an event in lieu of Apple Blossom in late Spring.
- President Report
 - KBC Funding Proposal was submitted to the Town of Kentville. Presented for the Town on Monday, Feb 8th.
 - Paul Dixon created a summary of the comments from Town Council.
 - Are Councillors reading the reports from our Ex-officio?
 - Council wants to be more involved.
 - Dan wants to meet with Paul, Genevieve and Lindsay to go over specifics from Council.
 - Dan was not a fan of the four-year term. It is felt by the board that it would be challenging to go back to a one-year term in the spirit of long-term planning.
 - The board felt that this is the right time to be promoting the community and running events because businesses are hurting due to the pandemic. It sends a bad message if we pull money on economic development now.
 - We should sell our value, not defend the dollars.

Action item: Lindsay will set up a meeting with Dan for Tuesday or Wednesday next week.

Staff Report

- Final approvals for the rack card. It was felt that KBC should have a landline for the office.
 - Genevieve had two quotes on the rack card. Vista Print was less expensive by approximately \$20. The Board decided to use Mister Printer.
 - The board is interested in having a purchasing policy, where KBC buys local where possible.

Action item: Lindsay will look into getting a KBC landline.

New Business

- Nomination of Brennan Fitzgerald
 - Jason Blanchard nominated Brennan Fitzgerald as board member, and Jaimie Peerless seconded the nomination. The board approved unanimously.
- Application from Evan Marshall – homebased web designer and rotary member.
 - Genevieve will message Evan and invite him to the next meeting.
 - Carrie Yeo is not ready to commit at this time.
- Brennan is interested in joining the events committee. He will be invited to the next meeting.

Meeting Closing

- Next meeting date
 - Gen will send a 'save the date' calendar invite for the board meetings



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- Wed, March 10th 4-6pm
- Adjournment
 - Meeting was called to adjourn by Jason Blanchard at 5:15pm.