



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wednesday, January 13th, 2021

Main Street Station Ballroom

4:00pm – 6:00pm

Minutes

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

Regrets: Jaimie Peerless

Meeting Opening

- Call to order
 - Meeting called to order 4:16pm.
- Approval of Agenda
 - Jason Blanchard moved the approval of the agenda. Mark Paish seconded.
- Approval of Nov 17th, 2020 minutes
 - Gary Mores moved and Hilary Webb seconded the approval of the Nov 17th 2020 minutes.

Committee Reports

- Treasurer Report
 - Mark is now set up to do the online banking and manage the quickbooks account.
- Façade Program Report
 - \$15,000 has been spent and \$5,000 has been earmarked for behind Lenn Herritt's building. This leaves \$5,000 left in the façade project budget.
- Promotions Report
 - Doug presented the communications report.
 - He will be highlighting business owners around town.
 - Working on the next video – will feature winter activities in Kentville.

Staff Report

- The Events Committee met and developed a plan for a Fire & Ice Festival – a multi-day event that happens during the week of Valentine's Day to encourage foot traffic in town and Valentine's Day shopping. Genevieve requested that the events committee use \$2,500 from the marketing budget to go towards event expenses.
- Mark Paish moved and Gary Morse seconded the transfer of \$2,5000 from the marketing budget to the events budget for the Fire & Ice Festival.
- Genevieve will reach out to businesses about a mural with Celine Gabrielle to use the remainder of the façade funding.



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- Suggestions for locations:
 - Paddy's blank wall
 - Centre Square

New Business

- Approval of 2021 Budget
 - Paul presented the draft 2021 budget.
 - Gary Morse made a motion to approve this budget for inclusion in the proposal of the four-year funding request. Jason Blanchard seconded. Motion passed unanimously.
- 2021-2024 Funding Agreement Proposal
 - Paul and Genevieve will co-present for council February 8th. The presentation length is 10 minutes and will likely be virtually.
- Board Members
 - Paul expressed the need for more board members. Jaimie has a recommendation and Hillary has been in discussions with Carrie Yeo. Hillary also has a few other people in mind to approach. Paul and Genevieve followed up with Brennan about sitting on the board, but they haven't heard back.

Meeting Closing

- Comments & Announcements
 - Hillary will likely not be at the next meeting – she's due!
- Next meeting date
 - February 10th 4pm-6pm will be the next meeting.
- Adjournment
 - Paul called the meeting to adjourn 5:09pm.