



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed March 10th, 2021

Main Street Station Ballroom

4:00pm – 6:00pm

Minutes

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

Regrets: Hillary Webb

Guest: Evan Marshall

Meeting Opening

- Call to order – 4:10pm
- Approval of Agenda
 - Jaimie has an announcement – Carrie Yeo is submitting a board application
 - Gen will circulate her application to the board
 - Jason Blanchard moved and Gary Morse seconded the approval of the agenda.
- Approval of Feb 10th 2021 Minutes
 - Gary Morse moved and Jason Blanchard seconded the approval of the February 10th, 2021 Minutes.
- Business Arising from Minutes
 - No business arising from the minutes.
- Introduction – Evan Marshall
 - Runs a home-based web design business in Kentville. Has lived here for 10 years.
 - Interested in sitting on the KBC Board.

Committee Reports

- Treasurer Report
 - Doing reconciliation as far back as May 2020.
 - Hopes to have a financial statement for next meeting.
- President Report
 - The 4-year funding agreement is pending by Town Council.
 - Paul, Genevieve and Lindsay met with Dan Troke and had a productive meeting. He feels that we will get the support from Council, but may have to make some concessions. The Town is appointing someone from Council to sit on the KBC board in an ex-officio capacity. He also suggested that the Council may only approve one year of funding, and that KBC may have to request a multi-year funding package next year once the new Council has had a chance to review our work.



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- Council has drafted a budget with the full amount that KBC requested in the budget, but it won't be finalized until end of March. We will expect to know by the second week of April.
- Cate Savage will be sitting on the board as an ex-officio from Town Council. This will likely be implemented when the new funding agreement is approved.
- Façade Program Report
 - All façade payments have been paid.
 - Interest among building owners in the next phase (King's Arms, Loonies & Toonies).
 - The back of Herritt's building will likely be completed in April.
- Promotions Committee Report
 - Doug is continuing with business spotlights, and starting to get attention. Businesses are now reaching out and asking for a spotlight.
 - 77 new Facebook likes since last month.
 - Putting on some Easter events and contests in April.
 - *Share the Love* video was launched two days ago. So far there has been 5,000 views and over 10,000 engagements. This is organic engagement without boosting yet.
 - Lindsay will look at putting the video on the ToK youtube channel.
 - *Share the Love* cards are in businesses across town for folks to participate in 'sharing the love' by writing letters.
 - Looking at a way to acknowledge first responders at the hospital by using the LOVE sign and hire Ed Coleman to play bagpipes. Also exploring the idea of getting letters from students at KCA.
 - Doug has been looking at a social media strategy and will circulate this to the board before the next board meeting.
 - Ideas of the next video (Spring): "Rejuvenation" / "Open for Business"
- Events Committee Report
 - Committee felt that the Fire & Ice Winter Teaser was successful under current circumstances (cold weather an uncertainty of restrictions). Lots of people in town during the weekend, although the late night shopping party on Friday wasn't very busy (freezing!) A lot of people took photos by the kissing booth, and the Centre Square décor.
 - In discussion about a mural event in lieu of Apple Blossom Festival with mural-making through town and an outdoor market, entertainment, and food vendors.
 - Lindsay suggested painting murals in 'high target' areas for graffiti.
 - The murals would 'Tell Our Story' and be under the banner of #weartkentville.
 - Using the Dartmouth Cove mural project as the inspiration.



Staff Report

- Clearing out/organizing the office.
 - Board agreed that financials over seven years old can be discarded.
- Submitted a grant for the Healthy Communities initiative for a Comfort Station (requested \$80,000).
 - Lindsay talked to Dan Troke about the Comfort Station and he supported the concept. The Town would absorb the costs of the Comfort Station after the pilot year.
 - Exploring the option of the area located behind Light Touch Laser (facing Centre Square) as the Comfort Station location.
- Genevieve has had meetings with the Downtown Atlantic Canada organization, as well as the International Downtown Association. These are membership based organizations, but will support the work of KBC regardless of whether we are members.
 - Brennan Fitzgerald suggested that the membership is worth it based on his experience working for a Vancouver based BIA.
- Final version of the KBC rack cards were approved to print.

New Business

- Paul Dixon will set up a follow-up meeting with Evan Marshall about being on the board.

Meeting Closing

- Comments & Announcements – Hillary had her baby! A card was circulated for everyone to sign, and Genevieve will mail it.
- Next meeting date
 - Wed April 14th 4-6pm. Genevieve will send a save the date.
- Adjournment
 - Brennan Fitzgerald made a motion to adjourn at 5:04pm.