



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed May 12th, 2021

Virtual Meeting

4:00pm – 6:00pm

Minutes

Present: Paul Dixon, Jaimie Peerless, Gary Morse, Brennan Fitzgerald, Doug Ralph, Genevieve Allen Hearn, Hillary Murphy, Evan Marshall, Carrie Yeo, Mark Paish, Cate Savage

Meeting Opening

- Call to order – Paul Dixon called meeting to order at 4:02pm
- Introductions
 - Paul Dixon welcomed Cate Savage to the meeting as a Town of Kentville Council appointee/ex-officio board member. He expressed his desire of strengthening relationships with Town of Kentville through this arrangement. He also acknowledged the hard work and dedication that Lindsay Young has provided over the years as an ex-officio.
 - Cate Savage explained that Town Council wants to get a sense of what the KBC Board is doing on a more consistent basis. She will find out if Town Council wants a monthly report from her. Cate will also act as a conduit of information moving both ways and recap any CAC items pertinent to KBC.
- Approval of Agenda – Gary Morse moved and Brennan Fitzgerald seconded the motion to approve the agenda.
- Approval of April 14th 2021 Minutes – Brennan Fitzgerald moved and Gary Morse seconded the motion to approve the minutes from April 14, 2021

Committee Reports

- Treasurer Report
 - Gary Morse has accepted the position as Treasurer. His son, Ryan Morse, will be assisting with the bookkeeping as a volunteer.
 - Jaimie Peerless moved that KBC allow Ryan Morse access to KBC's bookkeeping accounts. Hillary Murphy seconded the motion. Motion passed unanimously.
 - KBC will need to complete the 2020 year end.
 - Genevieve presented the revised 2021/22 budget with changes reflecting the funding approved by Town Council. Gary Morse moved that the board approve the revised budget, and Jaimie Peerless seconded the motion. Motion passed unanimously.

Action item: Genevieve will get in touch with Ryan Morse with the Quickbooks login information.



- President Report
 - Paul expressed his concerns about how the lockdown is affecting small businesses. He suggested that KBC should not sit back and wait for the pandemic to pass us by – we must push forward with the things we *can* do for the business community.
 - Paul reported that Jason Blanchard has tendered his resignation as KBC Board member and Façade Committee Chair. Jason was a dedicated board member for over 8 years and expressed his good wishes to the KBC board in an email.
- Façade Program Report
 - There is an opening for Façade Committee Chair. Hillary Murphy expressed interest in co-chairing the committee. It was suggested that Carrie Yeo would make an excellent co-chair. Carrie would like more information about Committee Chair duties before she commits.
 - Phase 6 is ready to roll out. Genevieve shared the proposed changes to the manual and application forms, as well as the addition of the ‘New Business’ stream.
 - Lindsay confirmed that the Town of Kentville will continue to waive any permit fees for those who receive a façade grant.
 - KBC will dedicate \$15K of the façade budget to the building façade stream and \$10K of the façade budget to the new business stream.
 - KBC will run the façade program on a first come, first served basis, until the funding is depleted.
 - There are a couple of grey areas for the new stream, such as businesses that are established but moving locations. The façade committee will address any of the grey areas before the program is launched.

Action item: Genevieve will create a Terms of Reference for the Façade Program Committee and send it to Carrie and Hillary.

- Promotions Committee Report
 - Had to pause the ‘Win What you Buy’ promotion after two days because of the lockdown. The promotions committee will continue it at a later date.
 - Mother’s Day contest had to shift gears because of the lockdown. Instead, KBC offered ten prizes of \$50 KBC Dollars to mothers. The contest got over 10,000 impressions on Facebook and over 200 people entered to win. It lightened the mood during a tough time.
 - Doug continues to share resources and promote curbside pick-up, take-out and delivery options during the lockdown.
 - The video committee met about how to move forward. Canopy Creative is contracted for one more video, which will be during the Mural Festival. The committee may hire Canopy Creative for two more videos, but will also focus on some grassroots videos of interviews with business owners, etc.
 - Festival of Flowers will run in June again. A winner will be selected July 1st.



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- It was suggested that a date and deadline to participate is helpful.
- The board approved \$100 flower micro-grants for 25 businesses. The motion was made by Brennan Fitzgerald and seconded by Jaimie Peerless.
- Events Committee Report
 - The #weartkentville mural festival will take place July 23-25. The mural committee is working on securing mural sites and distributing a call for artists.
 - Lindsay announced that there is capital funding for public art throughout town available from ToK. The money can be used for retrofits on town property such as the arena, pool building, tennis courts, etc.

Staff Report

- Genevieve has been meeting with 11 BIDs across the province as a joint effort to apply pressure on the Government to relax some of the stringent lockdown rules that are negatively affecting small businesses. The group has met with Government officials, and has been promised a meeting with the Premier. The group has written an open letter to the Ministers and Premier with recommendations including:
 - Increasing the 15% revenue eligibility for the small business impact grant
 - Allowing one or two customers at a time in small businesses
 - Creating a re-opening plan with concrete dates
- Genevieve requested that we change the 'Video Production' line in the budget and rename it 'Multi-media Promotion'. This way the funding can also be used for photography. The video committee felt that KBC could use some high quality photos of businesses, business owners, the board of directors, and KBC events to use as content on the website, social media, and promotional materials. The board approved this adjustment.
 - Jaimie Peerless reached out to Brian Taylor photography (Kentville-based photographer) and he is interested in a photography contract through KBC to capture 5 events, photos around town, and headshots of the board. He has agreed to \$500+hst for each event and \$200+hst for the group and headshots, with additional fees for additional work.
- Genevieve updated the board package information and circulated it to the board for approval.
 - The bylaws were last updated in 2014 – KBC will need to revisit these to bring clarity to some of the board info.
 - Brennan suggested using stronger language around the importance of diversity on the board.
 - It was suggested that an updated testimony could come from Jason Blanchard.

Action items: Genevieve will make the proposed changes to the board info package, and send it to Carrie and Evan for input.

- The Multicultural Festival co-chairs have both resigned. The festival now needs a home. Genevieve suggested that KBC re-absorbs this event into it's 'signature events' calendar.



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- Lindsay suggested that the Town can also help keep the festival alive through promotions and logistics assistance.
- The board agreed that it is important to keep running the Multicultural Festival. It was suggested that a Multicultural Festival sub-committee should be formed. There may be interest still among the committee members from past festivals. It was stressed that diversity on the committee will be important!
- Evan Marshall offered to help with improving the KBC website. Genevieve will get in touch with Evan with the login details.

In Camera Discussion about Staff Contracts

Meeting Closing

- Next meeting date – Wed, June 9th 4pm-6pm
- Adjournment - ?