



# Kentville Business COMMUNITY

## **KBC Board of Directors Meeting**

Wed June 9<sup>th</sup>, 2021

1369 Spittal Rd. Coldbrook

4:00pm – 6:00pm

### Minutes

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

*Regrets: Brennan Fitzgerald*

#### Meeting Opening

- Call to order - Paul Dixon called the meeting to order at 4:05pm.
- Approval of Agenda – Mark Paish moved to approve the agenda, and Gary Morse seconded the motion.
- Approval of May 12<sup>th</sup> 2021 Minutes - Jaimie Peerless moved to approved the minutes from May 12<sup>th</sup>, 2021 and Gary Morse seconded the motion.

#### Committee Reports

- Treasurer Report
  - Ryan Morse is working on updating the books to get year-end finalized.
  - Genevieve will send accountant information to complete year-end by the end of the month.
- President Report
  - Some colorful conversation about the lockdown via email.
  - Need some clarity about our role on how to advocate on behalf of businesses in a time of crisis.
- Façade Program Committee Report
  - Carrie Yeo has accepted the position of co-chair for the façade committee.
  - Had a meeting this week with the committee. Genevieve created a terms of reference for the committee and we worked through roles for committee members.
  - The façade program has been launched but no applications have been received yet. Genevieve will be following up on a few leads.
  - Are we targeting the business owners or the property owners? Carries asked Lindsay Young for a list of property owners that the façade committee could use.
  - Co-chairs would like a facade@ email account so they can handle inquiries.
  - Genevieve has business directory from 2015. Cannot find anything more current.
  - The committee is fine-tuning some eligibility criteria.
  - Paul Dixon has heard some ‘buzz’ around town.



# Kentville Business COMMUNITY

- Try to prevent 'repeat' applicants.
  - It was recommended that we impose a restriction that businesses can receive funding once every three or five years. This will be discussed by the committee.
- There is a boundary map in the façade manual.
- It was suggested that the committee use a simple rubric to help with the review process of applications.
- We need a stronger focus in our promotions on the 'new business' stream for the façade program. Have the 'new business' stream open for a period of time and then release the funding for the bigger program.
- Promotions Committee Report
  - Increased focus on keeping people updated on curbside pickup, takeout, delivery, etc.
  - Using video and Instagram reels more. Views are 2,000-4,000 for the videos.
  - Doug is talking to business owners about how KBC can help with promotion.
  - Engagement on Instagram is up 900%.
  - Festival of Flowers has been launched. All 25 grants are spoken for.
  - Win What you Buy will re-launch end of summer.
- Events Committee Report
  - Call for Artists is out for Mural Festival.
  - Secured 5 mural sites. A sixth site is still considering.
  - There will be a 3 person jury that will review artist applications.
  - The mural committee will be getting together with the events committee to see if there are other event components such as live music or food trucks we can add on to the mural festival.
  - Looking at ways we can use the ToK public art capital budget.
  - Exploring ideas of what we can do with the temporary canvases.
  - Received \$3,000 grant from Communities, Culture & Heritage.
- Town Council Update
  - Quarterly reporting from KBC will not be a requirement anymore in the new funding agreement (still being drafted).
  - It will be Cate's responsibility to report any pertinent activities to the council to take some pressure off KBC. Cate will need minutes before the end of the month to report to council.

## Executive Director Report

- Festival of Flowers grants have all been spoken for and there are a couple more businesses that want to participate. The board agreed that we keep the cap at 25.
- Jaimie Peerless created a #wearekentville logo and window decals are getting printed at Tried & True to replace the 'ReDiscover Kentville' signs.
  - Lindsay would like some #wearekentville stickers for the town as well.



# Kentville Business COMMUNITY

- 12 BIDS have been meeting with the Department of Inclusive Economic Growth. The meetings are over zoom and are usually hosted by Downtown Dartmouth. The BIDs come up with talking points before the meeting. They usually happen with a very fast turnaround time, with little time to get input from businesses. Genevieve reached out to the board and 10 businesses before the meeting with the Premier for input. Carrie Yeo attended the meeting as well.
  - There was some discussion about how KBC can more effectively engage with the business community to collect input.
- Genevieve has located KBC's articles of association and pointed out that these need to be updated. It was suggested that we could use a generic template from registry of joint stocks.

**Action Item: Genevieve will look into updating KBC's articles of association.**

## New Business

1. Membership Discussion
  - We serve home-based businesses.
  - We do not serve the business park.
2. Mission, Purpose, and Strategic Pillars Discussion
3. Business Engagement Discussion
  - There is a tiers of economic government document that outlines the jurisdiction and responsibilities between economic development organizations. Genevieve will look into getting this from Lindsay.
  - It was felt that KBC needs to profile what we do as an organization more effectively over social media – use the 'Did you know' squares.
  - It was suggested that Genevieve include any correspondence that is pertinent to the board, such as letters from businesses, in board meetings.
  - When gathering restrictions lift, it was recommended that KBC holds a networking and info event for the business community.
    - KBC usually ran a strategic session every year with a review of what KBC does.
  - Genevieve is working on welcome packages for new businesses.
    - It was recommended that KBC includes a 'certificate of membership' in the package.
  - Carrie suggested starting a 'Membership Committee'. This could be an ad hoc committee to figure out KBC's engagement strategy moving forward.

**Action item: Gen will send out a doodle poll for the membership committee meeting.**

## Executive Roles

- Jaimie Peerless expressed interest in the vice-president role and has discussed this with Paul Dixon on a couple occasions.



# Kentville Business COMMUNITY

- Evan Marshall nominated and Gary Morse seconded the motion to appoint Jaimie as Vice-President. Motion approved unanimously.
- Brennan Fitzgerald expressed interest in taking on the role as Secretary of the board.
  - Mark Paish nominated and Jaimie Peerless seconded the motion to appoint Brennan Fitzgerald Secretary. Motion approved unanimously.

## Meeting Closing

- Next meeting date – July 14<sup>th</sup>, 2021
- Adjournment – Gary Morse moved to adjourn 6:12pm.