



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed July 14th, 2021

Ballroom, Main Street Station

4:00pm – 6:00pm

Minutes

Present: Paul Dixon, Jaimie Peerless, Doug Ralph, Brennan Fitzgerald, Gary Morse, Genevieve Allen Hearn, Cate Savage, Carrie Yeo

Regrets: Mark Paish, Lindsay Young, Evan Marshall, Hillary Murphy

Meeting Opening

- Call to order – meeting called to order at 4:10pm.
- Approval of Agenda – The approval of the agenda was moved by Jaimie Peerless, and seconded by Gary Morse.
- Approval of June 9th 2021 Minutes - The approval of the minutes was moved by Brennan Fitzgerald and seconded by Gary Morse.
- Business Arising from Minutes - none.

Committee Reports

- Treasurer Report
 - Ryan Morse has been working on the financials and has sent them to mbf to be reviewed by the accounting firm.
 - There is approximately a \$7,000 surplus from last year.
 - KBC factored this surplus into the 2021-2025 budget plan.
 - Cate Savage will be looking over the funding agreement with ToK and KBC should expect this to be finalized soon.
 - KBC can invoice ToK now if needed.
- President Report
 - Engagement Committee meeting was held. The committee will reconvene in September to review an Engagement and Communication strategy.
- Façade Program Committee Report
 - Façade committee met on July 8th. Just over \$15,000 has been allocated in the Property Owner stream. Need more interest in the New Business stream.
 - The New Business stream also includes businesses that have been taken over by new management or moved locations. The Used Book Store is interested in applying for this stream of funding because it is under new management.
 - Fresh-o is under new management and may be interested in a new sign. Gen will follow up.
- Promotions Committee Report
 - Gearing up for mural festival.



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- Festival of Flowers has been wrapped up and LIV Fashion Boutique received the David White Trophy.
- Welcomed new businesses to town – Hermetic Healing, Petite Patrie, Shelter Movers
- Supported the Landyn walk event.
- KCA PTA reached out about a show for support for Chisholms.
- Win What you Buy – relaunching end of August to capitalize on back to school shopping.
- Events Committee Report
 - Hard at work on the mural festival.
 - Live music for all three days
 - Rec Dept and Tides Galley running family-friendly creative activities in Centre Square on Saturday and Sunday.
 - Site map was created with mural locations.
 - Signage at each mural location with description of art.
 - Need volunteers to help prime walls!
 - Getting a radio interview with Rewind.
 - Tides delivering snacks and water throughout the weekend.
 - Local restaurants offering meal vouchers to the artists.
- Multi-media Committee Proposal
 - \$12,000 budget
 - \$500 for board and committee photoshoot
 - \$1,000 for 'Around Town' photography contract
 - \$2,500 for Event Photography
 - \$6,000 for Videography contract
 - \$2,000 for interview videos contract
 - It was suggested that these projects include a 're-opening' campaign.
 - The board approved of this budget allocation, and Genevieve will create contracts.

Executive Director Report

- Re-applied for the healthy communities grant for Comfort Station funding.
- Applying for the community revitalization grant through ACOA for Comfort Station funding.
- Attending weekly NSBLEC meetings. Not much to report, as the Government still has not clarified rules around phase 5 of the re-opening plan.
- Working on an engagement strategy based on what was discussed at the Engagement Committee meeting.
- Created two new email accounts – communications@kentvillebusiness.ca for Doug Ralph and facade@kentvillebusiness.ca for the Façade committee.
- Created welcome packages for new businesses. The package includes items from local companies such as cookies from Sable Shortbread and a candle from New Scotland



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Candle Co. It also includes the KBC rack card and a handwritten card welcoming the business to town on behalf of the KBC board. Genevieve and Doug are hand delivering these packages and filling businesses in on how KBC can support them. Genevieve will also be creating a 'directory form' so that businesses can fill out their information for an ongoing directory, and sign up for the KBC newsletter.

New Business

- ISANS presentation proposal
 - ISANS would like to present for KBC about diverse workplaces.
 - The board agreed that this would be an excellent presentation at a KBC networking event when restrictions have been lifted.
- Vandalism Fund proposal
 - Carrie Yeo proposed a vandalism fund idea – a small amount of funding set aside to cover vandalism incurred by businesses that insurance doesn't cover (stolen flower pots, graffiti, etc.).
 - Cate Savage will take this discussion back to the Town and inquire about whether there is a conflict in KBC's funding agreement.

Governance Topic

- Conflict of Interest
 - KBC staff is permitted to accept up to \$25 value of gifts.
 - Tabled the rest of the discussion for next meeting when more members are present. Genevieve would like to work on a conflict of interest policy and send it to the board before the next meeting to review.

Meeting Closing

- Next meeting date
 - Jaimie Peerless made a motion to give the KBC board a vacation in August. Gary Morse seconded the motion. KBC will have a board 'hang' instead.
 - The next board meeting will be Wednesday, Sept 8th 4pm-6pm.
- Adjournment
 - Brennan Fitzgerald motioned to adjourn 5:50pm.