



## KBC Board of Directors Meeting

Wed Feb 9<sup>th</sup>, 2022

Virtual Meeting

4:00pm – 6:00pm

### Minutes

*Present: Gary Morse, Lindsay Young, Carrie Yeo, Andrew White, Paul Dixon, Cate Savage, Hillary Webb, Genevieve Allen Hearn, Doug Ralph*

*Absent: Mark Paish*

#### Meeting Opening

- Call to order – Paul Dixon called the meeting to order at 4:05pm
- Approval of Agenda – Carrie Yeo moved to approve the agenda, Gary Morse seconded.
- Welcome to new board member Andrew White, Owner - The Cooperators.
- Approval of January 12<sup>th</sup>, 2022 Minutes – Carrie moved to approve the minutes, Gary Morse seconded.

#### Committee Reports

- Treasurer Report – Gary Morse distributed financials to the board
  - Approximately \$70,000 in the bank.

#### **Action item: Genevieve will help Gary put together a statement showing budget vs actuals for the next board meeting**

- President Report
  - Nothing new to report
- Façade Program Committee Report
  - Working on revamping the façade program for 2022/23
  - Put together a list of questions for Yarmouth's façade program
- Promotions Committee Report
  - Fire & Ice Valentine's Boxes and gift certificate give-away are getting a lot of attention
  - Working on a morale boost campaign in March
- Events Committee Report
  - Fire & Ice this weekend – no scheduled activities due to restrictions but lots of promotions happening around town
  - Finalizing a grant application to Communities, Culture & Heritage for the 2022 Mural Festival. Have put together a sub-committee of 5 people to start planning the festival.
  - Working on rebuilding the Multicultural Festival committee. The two co-chairs have resigned, so Genevieve is reaching out to other stakeholders. Might tag



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some multicultural events onto Under the Gazebo as ‘teasers’ to start to build interest and momentum again.

- Reached out to the Diversity Outreach Coordinator for Kings County to see if they would like to be a partner.

## Executive Director Report

- Attended the Canadian Urban Institute Conference – a free, virtual conference with participants across Canada and beyond. Covered topics such as housing, recovery after COVID, public space transformation, etc.
  - Recordings of the summit are available if anyone is interested
  - Illuminated the synergy between BIAs and municipalities across Canada

**Action item: Genevieve will go through the recordings and send anything that might be of interest to the board.**

- Working with BIDs to put pressure on Gov’t to shift their public messaging and launch a ‘confidence campaign’.
  - Got an interview with All Nova Scotia as a result of the open letter to Premier Houston.
  - BIDS met with ACOA about funding a provincial ‘gratitude campaign’.
- Received a \$20,000 grant from ACOA for a comfort station
  - Working with Lindsay to secure the space and figure out a maintenance plan
  - Will then put together a project plan
  - Already receiving attention from Kody Blois’ office

**Action item: Cate Savage will present this news to Town Council at February’s meeting.**

- Fire & Ice micro décor grant
  - 9 businesses applied for the décor grant
- Presentation for Council is scheduled for March 14. Genevieve will work with Paul to put together a presentation.

## Board Development & Bylaws

- Board Recruitment Update
  - Gary Morse made a motion to nominate Andrew White to the board and Carrie Yeo seconded the motion. Motion carried.
  - Liz Huntley (LIV Fashion Boutique) is interested in sitting on the board. She couldn’t come to this meeting because she is moving locations, but will attend in March.
  - Christina Coughlan (KMA Accounting) is interested in attending the next board meeting to see if it is the right fit.
- Term limit for board members



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- Currently KBC's bylaws state that board members serve up to three years, with the provision to renew for an additional three year term.
- Found six years to be potentially limiting for board members that would like to serve longer. The three year term also felt intimidating to new board members who may not want to make such a long commitment.
- Gary Morse made a motion for Genevieve to word a new bylaw with a two year commitment, with unlimited options to renew at the board's discretion and Carrie Yeo seconded the motion. Motion carried. The new bylaw will be voted on at the next meeting.

**Action item: Genevieve will send the rewording of the term limit bylaw before the next board meeting for review.**

## Meeting Closing

- Comments & Announcements
  - The trucker convoy will be coming through town February 10<sup>th</sup>. Doug Ralph will make a neutral post sharing this information with KBC membership, and will remove the ability to make comments on the post to prevent any potential tensions over social media.
  - Gary Morse noted that Kentville had a 5.8% increase in population in the 2021 census. Also noted was the need for more housing in Kentville as the population continues to increase.
- Next meeting date – Wednesday March 9<sup>th</sup>, 4pm at the Board Meeting room 401 Main Street (above Brad's Décor).
- Adjournment – Gary Morse moved to adjourn 5:38pm.