



KBC Board of Directors Meeting

Wed Jan 12th, 2022

Virtual Meeting

4:00pm – 6:00pm

Minutes

Meeting Opening

- Call to order – 4:04pm by Paul Dixon
- Approval of Agenda – moved by Gary Morse and seconded by Carrie Yeo.
- Approval of October 20th, 2021 Minutes – moved by Carrie, seconded by Gary.
- Business Arising from Minutes - none

Committee Reports

- Treasurer Report
 - Gary will talk to Ryan about a financial statement for the next meeting.
- \$8000 left in the seasonal décor budget
- \$1000 left in the radio advertising budget
- \$500 left in the print advertising budget
- \$500 left in the online advertising budget
- Approximately \$2600 has not been used in operations budget. This will likely show as a surplus.
- President Report
 - Board Development 2022
 - Jaimie Peerless resigned from the board.
 - Paul and Genevieve met to brainstorm ideas for board recruitment.
 - Liz Huntley (LIV Fasion) – Paul will reach out
 - Andrew White (Cooperators) – Paul will reach out
 - Christine (KMA Accounting) – Gen will reach out
 - Cate Savage recommended David Fagan
 - Gary Morse recommended identifying a lawyer
 - Cate recommended Darryl Pike from RBC – Cate will reach out
 - Hillary recommended Brandi Hudson from Crave Studio

Action item: Gen will circulate the board package to everyone on the board for recruitment purposes.

- The board reviewed the application from Dawn Bond.
 - Gen is following up for more information. Paul can sit down to chat with her.
- Façade Program Committee Report
 - Rescinded two application approvals because they couldn't complete within the time period provided.



Kentville Business COMMUNITY

- A bit of façade funding left (approximately \$3,000).
- The committee is working to revamp the façade enrollment process – what we approve and how businesses apply.
 - There are a lot of applications that are for maintenance and repair and the committee wants to see larger transformations. The committee will revisit the guidelines and manual and tweak it to represent what we need in Kentville. The committee will follow a more guided approach, getting back to the spirit of the original façade program.
 - Would like to connect with Yarmouth again about the façade program they ran.
- Promotions Committee Report
 - Busy December – Holly Jolly Decorating Contest (Petite Patrie was the winner), KBC bags with 5 golden tickets, Review Mob, Christmas cards with Kentville Afterschool program.
 - Planning an ad campaign around Valentine’s Day. Pushing winter activities around town.
- Events Committee Report
 - Applying for a grant for the Mural Festival. Hoping to run this in the late Spring to coincide with Apple Blossom Festival.
 - Fire & Ice update – scaled back event. Running outdoor events with rec dept again. NSCC students will be helping out. Less emphasis on Centre Square and more emphasis on what’s happening around town. Reaching out to businesses about programming for the schedule of events.
 - Looking to strike a committee for the Multicultural Festival again.

Executive Director Report

- Applying for Summer Student funding – a top up of salary puts applications at an advantage, and the position will require benefits and vacation pay. Genevieve will make a work plan for the summer student.
 - Gary Morse moved to dedicate up to \$1,300 in next year’s budget for a summer student. The motion was seconded by Mark Paish. Motion carried by the board. Still working with ACOA on comfort station funding. Doing some research with Lindsay, and Lindsay will be submitting capital and operating requests for a comfort station.

Action item: Cate will reach out to the Accessibility Committee to see if we can communicate about a Comfort Station.

- Light Up the Town Holiday Décor grants update. 19 received funding/7 did not send receipts. Have enough funding to run another décor grant for Fire & Ice if we choose.



Kentville Business COMMUNITY

- Applied for TreeCanada grant again. Will work on a sponsorship package for apple trees in town.
- KBC will need to present for Council soon.

Action item: Gen will reach out to Jennifer West about scheduling a time to present for Council.

New Business

- Parking: A Hair Salon has an issue with the 2 hour parking limit in Centre Square.
 - There was a recommendation in 2014 to change the parking limit from 2 to 3 hours and the Council did not approve.
 - Paul would like to work with Lindsay about making another recommendation to town council.
 - Carrie recommended courtesy tickets.
 - Idea for 'validated parking' for businesses that offer services that are more than 3 hours (salons, beauticians, etc.)
 - KBC and ToK can promote all day parking again.

Governance Topic

- Conflict of Interest Policy – Genevieve presented updated materials
 - Hillary Murphy moved and Gary Morse seconded a motion to approve the conflict of interest policy. Motion carried by the board.

Meeting Closing

- Comments & Announcements
 - Hillary is back to work this month!
 - Doug is having twins!
- Next meeting date
 - Wednesday, Feb 9th 4pm
 - New meeting location above Brad's Décor at 401 Main Street.
- Adjournment
 - Gary Morse motioned to adjourn at 5:31pm.