



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed April 20th, 2022

Board Room at 401 Main Street

4:30pm – 6:30pm

Minutes

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

Regrets: Lindsay Young

Absent: Mark Paish

Meeting Opening

- Call to order – Paul Dixon called the meeting to order at 4:33pm.
- Approval of Agenda – Gary Morse moved and Andrew White seconded the approval of the agenda.
- Approval of March 9th, 2022 Board Meeting Minutes – Gary Morse moved and Hillary Webb seconded the approval of the March 9th minutes.
- Approval of March 16th, 2022 Budget Meeting Minutes – Gary Morse moved and Carrie Yeo seconded the approval of the March 16th minutes.
- Business Arising from Minutes - none

Committee Reports

- Treasurer Report –
 - The year end has been completed. It was recommended that \$3000 be transferred from reserves to break even. The board agreed unanimously.
 - Cate Savage recommended to Council a slight increase in commercial/industrial rates to allow for the \$6,500 increase in the KBC proposed budget.
 - Cate suspects the proposed budget will be ratified tomorrow at Council meeting.
- President Report – nothing to report
- Façade Program Committee Report –
 - Reviewing the manual in detail, then putting an RFP out to design consultants to upgrade the manual and work with businesses to help with the design of the façade projects. Focusing on larger projects that will take more funding rather than routine maintenance.
 - The board suggested to get the 2022/23 program out immediately and work on the revamped program in tandem for the following year.
 - Genevieve will include a notice about the program in the May newsletter.
- Promotions Committee Report -



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- Ran 2 Easter contests – the downtown easter egg Bingo and a grown-up Easter basket give-away. There were 55 entries for the grown-up Easter basket. There were 19 entries for the Bingo this year (less entries than the previous year).
- Working on a Mother's Day give-away. Might try the 500 coffees idea again.
- There will be a town-wide grand opening on May 7th. LIV, For Pets & Their People, Petite Patrie, and Wholesum Refillery are collaborating on a grand opening event with a passport and give-aways.
- Working on a video with the Apple Blossom committee for the KBC newsletter and social media on how to engage with Apple Blossom.
- Walk a Mile in Her Shoes is planning to run again (end of summer). Could use assistance with promotion (find the red shoe in businesses in Kentville).
- Events Committee Report -
 - Easter egg hunt had to be cancelled.
 - Met with Logan Morse (Apple Blossom President). Trying to tailor Apple Blossom messaging for the business community– how do we engage businesses with this event?
 - Businesses have a hard time staying open on Saturday due to traffic congestion and people blocking the sidewalks. Lots of people in town, but not looking to buy.
 - 'Blossom Days' was suggested as a way to run some business-related events on Friday and Sunday. KBC could put together a shopping map and shopping events next year – a bit too late in the game for this year.
 - Working on Mural Festival in July – still waiting to hear back about the Communities, Culture & Heritage grant.
 - Met with Kenisha Gordon (Kings Diversity Specialist). She is considering a proposal of turning the Multicultural Festival into a regional event and partnering with KBC. She is bringing this idea to the Kings Diversity Committee.

Executive Director Report

- Printed \$1,000 more in KBC dollars. This means \$5,000 of KBC dollars have been spent so far. More businesses are joining the program.
- Anyone want to attend the STAR Stakeholder Visioning and Idea Generating session on April 26th? 2pm at Louis Millet.
- Who would like to vet the Apple Blossom décor grants? – Paul volunteered and suggested that Hillary may like to again.
- Received approval for the summer student grant funding.
- Received a rejected for TreeCanada funding.
- Applied for ACOA'S Mainstreet Grant and Develop NS' Placemaking Grant
- Lindsay Young is working with CAO Dan Troke and the property owners on the Comfort Station lease agreement. She will loop Genevieve and Paul in on updates.



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- Met with photographer for Makers & Changemakers campaign, and meeting with the videographer in May.

New Business

- A Kentville business has been writing Genevieve and Doug on social media about feeling left out of promotions. After repeated attempts to try to smooth things over, the business continues to write aggressive messages. It was suggested that Genevieve handles such messages as correspondence and brings the messages to the board to discuss how to move forward.

Board Development & Bylaws

- Nomination of new board members
 - No quorum for voting new board members, as three board members had to leave the meeting early. Paul will send out an email vote. Gary Morse made a motion to nominate Christina Coughlan and Liz Huntley as members of the board.

Meeting Closing

- Next meeting date – May 18th, 4pm - 6pm.
- Paul Dixon called the meeting to adjourn at 6:04pm.