



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed March 9th, 2022

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

Present: Mark Paish, Paul Dixon, Gary Morse, Doug Ralph, Carrie Yeo, Andrew White, Genevieve Allen Hearn, Lindsay Young

Regrets: Cate Savage, Hillary Webb

Guest: Christina Coughlan

Meeting Opening

- Call to order – Called to order 4:03pm by Paul Dixon
- Approval of Agenda
 - Gary Morse moved and Mark Paish seconded a motion to approve the agenda. Motion carried.
- Approval of Feb 9th, 2022 Minutes
 - Mark Paish moved and Gary Morse seconded a motion to approve the minutes. Motion carried.

Committee Reports

- Treasurer Report
 - Gary Morse presented the budget comparisons.
 - The ED is currently on a contract. Looking to put Genevieve on salary as an employee. The difference in pay will be a wash, but there will be CPP and EI contributions from the board.
 - Gary Morse moved and Mark Paish seconded a motion to transition Genevieve to salaried employee. Motion carried.
 - Council needs a budget proposal ASAP. Genevieve will send the board a draft budget proposal.
- President Report
 - Had a meeting with Chief of Police to discuss parking, signage, smoking, and community events.
 - There continues to be one tenant complaining about parking bylaws.
 - Generated ideas for increased communication about parking including parking maps in welcome packages.
 - KBC continues to support the two hour parking limit in Centre Square.
- Façade Program Committee Report
 - Working on revamping for next year.
 - A few projects haven't started yet because they are waiting for good weather.



Kentville Business COMMUNITY

- Promotions Committee Report
 - Welcome to new LIV location.
 - Coldest Night of the Year coverage.
 - Good response to Fire & Ice give-away.
 - Plans to recreate give-away again for Easter.
 - Lindsay has items for the baskets.
 - Easter Egg Bingo happening again.
 - Working on a welcome back video.
 - What “fuels” you in April.
 - Pop-up promotional activities in March.
- Events Committee Report
 - Looking for mural surfaces for the mural festival.
 - Paul Dixon recommended the alley wall on 401 Main Street.
 - Meeting next week to discuss how we can involve businesses in Apple Blossom.
 - The Museum is working on photographic and 3D display of history of Apple Blossom. Could this go in business windows?
 - Bus or walking heritage tour.

Executive Director Report

- ACOA funding announcement at White Rock Community Centre on March 7th.
- Gratitude Campaign with BIDS across the province unrolling end of March.
- Presenting for Council March 14th. Have submitted a presentation and will send Council budget proposal once it has been approved.
- New office (keeping phone number)
 - Getting storage unit from Paul for KBC files and equipment.

New Business

- Changing KBC meeting to third Wednesday of the month.
 - Gary Morse moved and Andrew White seconded the meeting change. Motion carried.
- Breakfast Budget meeting scheduled for Wed, March 16th 8am at Half Acre.

Board Development & Bylaws

- Board Recruitment Update
 - Christina Coughlan (KMA Accounting) attended the meeting to observe.
 - Liz Huntley couldn't make it to this meeting, but intends to attend next month.
 - Seeking a Vice President and Secretary for the Executive.
- Approval of new Term Limit Bylaw
 - New wording: “Board members serve for a term of two years with the provision to renew for an unlimited number of successive two-year terms upon mutual



Kentville Business COMMUNITY

consent of the Board. It is the Board’s duty to consider the performance of the Board member preceding a term renewal.”

- Carrie Yeo moved to accept the new term limit bylaw, seconded by Mark Paish. Motion carried.

Meeting Closing

- Next meeting date – Wed, April 20th 4pm-6pm.
- Adjournment – Andrew White motioned to adjourn at 5:05pm.