



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Thurs July 14th, 2022

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

Present: Doug Ralph, Paul Dixon, Cate Savage, Darryl Pike, Christina Coughlan, Liz Huntley, Genevieve Allen Hearn, Andrew White, Carrie May

Regrets: Gary Morse, Lindsay Young, Hillary Murphy

Meeting Opening

- Call to order – Paul Dixon called the meeting to order at 4:11pm
- Approval of Agenda – Andrew White motioned and Carrie Yeo seconded the approval of the agenda.
- Approval of May 18th, 2022 Board Meeting Minutes – Christina Coughlan motioned and Liz Huntley seconded the approval of the minutes.
- Approval of June 16th, 2022 Board Meeting Minutes – Carrie May motioned and Andrew White seconded the approval of the minutes.
- Business Arising from Minutes
 - Conflict of Interest Disclosure forms – Genevieve has all the forms. We will cover the conflict in September.
 - Nomination of new board member
 - Carrie May moved and Liz Huntley seconded a motion to nominate Darryl Pike to the board. Motion carried.

Action item: Genevieve will send Darryl the budget.

Committee Reports

- Treasurer Report
 - \$25K from last year still being sorted out by Town of Kentville.
- President Report
 - Nothing to report.
- Façade Program Committee Report
 - Revamping façade program.
 - Refining application. No incomplete applications are approved.
 - Received an application for the Lions Club. Genevieve is responding.
- Promotions Committee Report
 - Good response for Father's Day contest.
 - Festival of Flowers – already 100 votes in the first week.



Kentville Business COMMUNITY

- An 'Inflation Buster' promo was recommended – a short term sale at retail stores.
- Another idea: comment on 'What are you thankful for in Kentville' and receive KBC dollars.
 - Pick up the KBC Dollars at the place you love.
 - Table this for September (Thanksgiving promo)
- Events Committee Report
 - Had to postpone the projection mapping on two murals until Holly Days.
 - 5 walls and artists secured. Opening ceremony at 8:30pm. Activities 1-5pm in Centre Square on Saturday.
 - Meeting with the Events Committee at the end of the month to go over Harvest Festival. This can be bigger this year because we will be piloting a Centre Square green space during the month of October. Using Develop NS funds to cover the cost of décor, street furniture, lighting, events, and placemaking activities.
 - Under the Gazebo will be in September this year. We received \$8,000 in funding from ACOA for events, so we can make these events larger (outdoor movie, for instance).

Executive Director Report

- Met with Develop NS to walk through Centre Square. Suggested we use a 'Place Game' method of evaluating the space. Ask stakeholders and citizens to observe the space and answer a series of questions and evaluations based on a rating scale. Then reconvene to discuss what's working and what needs improvement. Will be organizing this in August.
- Dick Groot and Andrew Tolson have signed their contracts for the media campaign. Meeting on Friday to get things started.
- Gratitude campaign is finally happening! Will be filming 6 businesses in Kentville for the province-wide campaign.
- Receiving \$8,000 in beautification grants from ACOA as part of the collective BID proposal. Discussed with Lindsay about using this grant for Harvest Festival. Can hire KDP Letters to do window painting of pumpkins, etc. Can also put together harvest 'bundles' of hay bales, pumpkins, chrysanthemums etc. to put at entrances.
 - Board suggested that we cover décor that can be re-used each year.
 - Animated pumpkin people images.
 - Scavenger hunt for pumpkin characters through town.
- Light installation going in August. Will have a reveal in September. Perhaps tie in with ghost walks.
- Montessori school – there was a zoning issue that is preventing them from being on Main Street.
- Working with Adriel on the Live Performance Funding – should be rolling out tmrw.



Kentville Business COMMUNITY

New Business

- The board suggested that we bring back social networking for businesses – ask Valley REN to collaborate.

Meeting Closing

- Next meeting date
 - Thursday, August 18th 4pm-6pm social gathering for drinks at Maritime Express!
 - Thursday, September 15th 4pm-6pm official meeting
- Adjournment
 - Meeting adjourned at 5:41 by Paul Dixon.