



KBC Board of Directors Meeting

Wed May 18th, 2022

Board Room at 401 Main Street

4:00pm – 6:00pm

Present: Lindsay Young, Paul Dixon, Andrew White, Genevieve Allen Hearn, Carrie Yeo, Liz Huntley, Gary Morse, Doug Ralph, Christina Coughlan

Regrets: Hillary Murphy, Cate Savage

Minutes

Meeting Opening

- Call to order – Gary Morse called the meeting to order at 4:01pm.
- Approval of Agenda – Carrie Yeo moved and Andrew White seconded the approval of the May 18th agenda.
- Approval of April 20th, 2022 Board Meeting Minutes – Carrie Yeo moved and Andrew White seconded the approval of the April 20th minutes.
- Business Arising from Minutes
 - Nomination of new board members – Christina Coughlan and Liz Huntley
 - Andrew White moved that the board nominate Christina Coughlan and Liz Huntley to join the KBC Board of Directors. Carrie Yeo seconded the motion. Motion carried unanimously by the board.

Committee Reports

- Treasurer Report
 - Gary Morse presented the Year-End Financials
 - Shows a loss of \$3,300 (covered by surplus)
 - Gary Morse moved and Carrie Yeo seconded the adoption of the financial statements for the YE documents of March 31st, 2022. Motion carried.
- President Report
 - Mark Paish has sent his resignation as a KBC Board member.
- Façade Program Committee Report
 - Applicant was asking about whether the façade program supports a new build. It was determined by the committee this would be a development incentive, and is not eligible under the façade program. The board agreed that the mandate of the façade program does not support this activity.
 - There are other grants for new builds: Efficiency NS, accessibility grants, PACE program.

Action Item: Genevieve will follow up with the applicant with a list of grants available to new buildings.

- Promotions Committee Report
 - Welcomed Yellow House on the Hill, a new B&B in town.
 - Apple Blossom Committee video was sent in newsletter and on social media.



Kentville Business COMMUNITY

- Grand Opening weekend was a big success. 4 businesses collaborated.
- Ran a coffee and tea give-away on Mother's Day. About 80 coffee/teas were given away. Might want to run it on a week day in the future to get more people.
- Festival of Flowers is pushed to June/July so it doesn't conflict with the Apple Blossom décor micro-grant.
- Events Committee Report
 - Apple Blossom
 - Valley in the Alley: Hung apple blossom décor in alley.
 - Town of Kentville is organizing a Black Women in Business market 12pm-6pm on May 28th in Centre Square.
 - Mural Festival
 - Call for Artists for the mural festival is out. The deadline is June 1st, so please spread the word.
 - Mural Festival is set to happen July 22-24.
 - Mark Friday, July 22 in your calendars for the opening ceremony of the mural festival.
 - Received \$3K from CCH, and \$1.5K from Town of Kentville.
 - Under the Gazebo
 - Under the Gazebo programming in underway. Tying programming into a placemaking grant that KBC received.
 - May 27th 4pm –Bryan Gibson mural unveiling.

Executive Director Report

- Received \$50K from Develop NS for placemaking activities around Comfort Station/Centre Square. Working with KDP Letters and Talking Wall Designs.
- Received \$25K from ACOA for a light installation and mural map. Working with Nick Iwaskow.
- ACOA would like KBC to be the conduit of \$50K for live music in Annapolis Valley.
 - The funding is for hiring artists/performers, marketing and event delivery (i.e. lighting, staging, etc.) at 100% ACOA support
 - KBC Board recommended asking for a 10% administrative fee since this will put more work on the ED's plate.
 - Being the funder would likely preclude KBC applying for funding, but Town of Kentville can apply on KBC's behalf
 - Gary made a motion to approve the \$50K ACOA funding for live music with a 10% administration fee. Andrew White seconded. Motion carried.

Action item: Genevieve will ask ACOA about receiving a 5% admin fee.

- Meeting with videographer next week for Makers and Changemakers campaign. Received a proposal from the photographer and drawing up a contract.

Action item: Genevieve will send proposals and samples of photography and videos to the board before contracts are signed.



Kentville Business COMMUNITY

- Summer position has been posted – please share and spread by word of mouth!
 - NSCC posting
 - Promote it as a job on Facebook
- Correspondence from Gary Cleveland re: Active Transportation Route
 - The KBC board unanimously agreed that the proposed ATR does not negatively impact traffic flow for businesses.
 - Seems like there is some confusion about one of the slides that says Station Lane will be one-way.
 - KBC could do a better job at getting information out to the business community faster to prevent misinformation from circulating.

New Business

- AVCC Advocacy Committee Recruitment
 - AVCC is looking for a KBC rep for their Advocacy Committee.
 - Monthly meetings 1-1.5 hours per meeting
 - Responsible for outlining key issues that the Chamber should be advocating for on behalf of their members.
 - No board members expressed interest.

Action item: Genevieve will share the advocacy committee information with the board and committee members via email for consideration.

Board Development & Bylaws

- Board Executive Discussion
 - Looking for Secretary and Vice President.
- Mark Paish has given notice of resignation.
 - Looking for a new member to fill Mark's position.
 - Paul is meeting with Darryl Pike about sitting on the board.
 - Doug/Genevieve will work on a post thanking Mark for his service. It was recommended that Jaimie also be included in a post.
- Conflict of Interest Disclosure Forms
 - Genevieve will send the forms again via email and will put this on agenda under 'Business Arising from Minutes' to go over forms next meeting.

Meeting Closing

- Comments & Announcements
 - Staff looking into heritage bylaw – downtown and commercial buildings.
- Next meeting date
 - Thursday, June 16th 4pm-6pm
- Adjournment
 - Gary Morse moved to adjourn at 5:38pm.