



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed Oct 26th, 2022

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

Present: Gary Morse, Lindsay Young, Liz Huntley, Paul Dixon, Genevieve Allen Hearn, Julie Ogilvie, Carrie May, Doug Ralph, Christina Coughlan,

Regrets: Cate Savage,

Absent: Andrew White, Darrell Pike

Meeting Opening

- Call to order - Paul Dixon called meeting to order at 4:06pm.
- Approval of Agenda – Carrie May approved and Liz Huntley seconded.
- Approval of Sept 15th, 2022, Board Meeting Minutes – Carrie May approved and Christina Coughlan seconded.
- Business Arising from Minutes
 - KBC/TOK Funding Agreement update – Gary Morse had a meeting last week with CAO Dan Troke. Dan Troke will go back through minute records to show KBC is owed the \$25K. Gary to follow up in a few weeks.

Committee Reports

- Treasurer Report –
 - Financial statement will be available next month, no new updates. \$8K into bank from Downtown Halifax for the events grant.
- President Report –
 - Meeting with Mayor Snow last week. She is happy with KBC and pleased with our operations. Lease signed for trophy shop and Jaimie and Aaron Peerless will be taking over this business.
 - Hillary Webb has resigned from KBC board. She will continue to offer support for the façade committee until her baby arrives. We are looking for a KBC member to join this committee.
- Façade Program Committee Report –
 - It is a challenge to push forward without the \$25K funding received last year. The board agreed applications to be approved and defer the work until next year.



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- Promotions Committee Report
 - October a great month to highlight Kentville, a busy month for promotions.
 - Pumpkin walk was successful. Over 3000 people attended this event.
 - Light show debuted in Centre Square. Harvest window display was well received. Pumpkin palate pleaser another successful promotion.
 - Gerry video about the pumpkin people got 17,000 views.
 - Instagram takeover doubled our views on Instagram. Small business week video with Julie Ogilvie and Gillian Yorke had great feedback.
- Events Committee Report-
 - Suggestion to keep our events In October (as opposed to September) when we get so many visitors
 - Under Gazebo/Community Supper event had approximately 60 attendees and raised \$3500 for the PTA. 15 to go meals and some meals were donated.
 - Extended Hours/ late night shopping coming on Thursdays,
 - Holly days planning under way and details are being worked out. Suggestion to add in farmers market vendors to keep people around on Thursdays. Vouchers to visit restaurants to come in for a drink/snack after Thursday shopping. \$50 to be given away each Thursday – different business each week.

Executive Director Report

- Wrapping up Develop NS Grant. Due end of October.
 - Lindsey Young and Leanne Jennings did a presentation at conference about Centre Square. Presentation was well received. Grant covered Adirondack chairs, banner, décor in square.
 - Water station signage also done. Event message centre also to be obtained for centre square.
 - An ash guard has arrived. Lindsay Young and Gillian Allen Hearn to discuss ideas for a designated smoking area and ash garden – need a place to test this pilot- benches, bushes, and place to put cigarette ashes.
- Makes and Changemakers campaign has started to film with an eta of completion in Spring.
- Light show installation now a permanent fixture to use for all events and seasonal activities.
- Window painting was HUGE success. For permanent fall décor we need storage space, so window painting was a great alternative.
- Gratitude campaign has been launched and heart is in Centre Square until Friday. Covered by Global News this morning.
- Extended Hours Promo:
 - Direct mail flyers
 - Grapevine
 - Radio Ads



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- Sending graphic to share on social media
- Comfort station - We cannot meet the March extension and ACOA will extend grant program until March 2024.
 - Tim Horton's location suggested as a building to use. Lindsay Young will investigate this.
 - Christina Coughlan motions and Carrie May seconds the motion to extend the comfort station project until March 2024.
- Jaimie Peerless accepted our offer to the virtual mural map. Timeline to completion is Dec. 31.
- A business owner has commented no board members visited their new business and introduced themselves.
 - KBC would like to reintroduce networking events again in January.
- KBC shopping bags ordered.
- We need more storage space for centre square seasonal décor. Paul Dixon may have some space available but he will need to charge this time.

Old Business

- Paul asked members on interest to join accessibility and inclusivity committee. Lindsey Young offers to sit in meetings to provide bridge between KBC and committee.

New Business

- Bev Gentleman is no longer working for Town of Kentville as Director of Planning & Development. Lindsey Young to advise on job posting. Development related inquiries should go to CAO Dan Troke for the time being.

Meeting Closing

- Next meeting date – **Wednesday November 16th 4pm – 6 pm**
- Adjournment – Gary Morse motioned to adjourn 5:47 pm