



# Kentville Business COMMUNITY

## **KBC Board of Directors Meeting**

Thurs Sept 15<sup>th</sup>, 2022

Board Room at 401 Main Street

4:00pm – 6:00pm

### Minutes

*Present: Andrew White, Liz Huntley, Gary Morse, Paul Dixon, Genevieve Allen Hearn, Julie Ogilvie, Carrie May, Doug Ralph, Cate Savage, Christina Coughlan*

*Regrets: Hillary Webb, Lindsay Young*

#### Meeting Opening

- Call to order – Paul Dixon called the meeting to order at 4:03pm.
- Approval of Agenda – Liz Huntley moved and Gary Morse seconded the motion to approve the agenda.
  - Cate Savage added Accessibility Committee news to “New Business”
  - Introductions with Julie Ogilvie.
- Approval of July 14<sup>th</sup>, 2022 Board Meeting Minutes – Gary Morse moved and Andrew seconded the approval of the July 13<sup>th</sup> 2022 minutes.
- Business Arising from Minutes - none

#### Executive Committee Nominations

- Nomination of Secretary
  - Carrie May nominated Christina Coughlan as Secretary of the KBC Board. The nomination was seconded by Andrew White. Motion carried.
- Nomination of Vice-President
  - Darryl Pike nominated Andrew White as Vice-President of the KBC Board. The nomination was seconded by Gary Morse. Motion carried.

#### Committee Reports

- Treasurer Report
  - Gary Morse shared financials with the board. There are some adjusted numbers to the budget due to unforeseen grants.
  - Town of Kentville \$25 ‘special project’ funding from 2021/22 will come, but may have to go through council again as a ‘sundry’ item.
  - KBC requires the 2022/23 funding agreement.
- President Report
  - Nothing to report.
- Façade Program Committee Report



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- Met about the revision of the façade manual. Waiting to hear back from the Yarmouth about their program and how it has changed over the years.
- The Lion's Club requested an advance on their façade funding. The recommendation is that the Lion's Club work something out with the Town, since the property is owned by Town of Kentville. KBC does not want to set a precedent of paying for work before it is completed.
- Hoping to hear from the property owners of the Calkin building for façade funding.
- Genevieve will approach New Scotland Candle Co. and Enve about the new business facade funding.
- Promotions Committee Report
  - Festival of Flowers winner – Light Touch Laser!
  - Gratitude promotion – 10 people received \$25 for thanking a favorite business on social media.
  - Welcome to Geo (immigrant consultant).
  - Day of mourning for the Queen on Monday, Sept 19<sup>th</sup>. Messaging: call before you visit to see if the business is open!
- Events Committee Report
  - Under the Gazebo is underway. Fairy Homes happened last week, and drumming today. The community supper will take place Thursday, Sept 29<sup>th</sup>. Be sure to pre-register! This is a fundraiser for the KCA PTA Cafeteria program, and will launch the month long pilot project in Centre Square. Also schedule October 6<sup>th</sup> – this is the official launch of the gazebo light installation.
    - There was some discussion about how to handle dinners for people who did not pre-register for the community supper. It was suggested that 20 extra dinners be available. Genevieve will reach out to Open Arms about how to manage this.
  - Received some survey responses about the mural festival. Mostly positive. One business owner felt like the town was starting to feel oversaturated, but all other respondents enjoy the annual event and see value in continuing it.
    - There was feedback from a local artist who did not find it fair that they didn't get meal vouchers. The artist contracts state that only artists from out of town receive vouchers. Genevieve will discuss with the mural festival committee about getting vouchers for all artists in the future.
  - Pumpkin Walk is back October 20<sup>th</sup>. They are looking for funding and support from KBC. KBC has donated \$1,000-\$1,500 in the past, and has contacted businesses about carving a pumpkin.
    - Earmark discussion for next budget planning – do we support this every year?
    - Genevieve will find out how KBC will be recognized as a sponsor.
    - Darryl Pike made a motion to sponsor the Pumpkin Walk for \$1500 in 2022. The motion was seconded by Carrie May. Motion carried.
  - Harvest Festival is October 1<sup>st</sup>. KBC does not have much involvement in this, outside of making Centre Square look good.



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- Starting to plan for Holly Days Nov 18<sup>th</sup>-20<sup>th</sup>. Ordering more kiosks – this time lightweight and smaller. Holly Days market has booked again in the ballroom.
- Rebuilding the Multicultural Festival planning committee. Did a presentation at VCLA's community supper and had five people sign up.
- Pumpkin People Festival is coming, and we will be holding another pumpkin palate pleaser. We will also have a social media 'takeover' by a micro-influencer during pumpkin people festival.
- Still working on a plan for harvest décor. Working with Tides Gallery to come up with an idea.
- Walk a Mile in her Shoes fundraiser for Chrysalis House will take place October 1st (Same day as Harvest Festival). Gary Morse distributed info and encouraged members to get involved.
  - Doug will work with Gary on running another 'find the shoe' contest to raise awareness about the event.

## Executive Director Report

- 10 businesses took part in a student coupon sheet, which got into 100 NSCC orientation packages.
- ACOA Performance funding has all been allocated and cheques have started to be sent. Adriel's contract is over. He has sent a business directory of 223 businesses in Kentville and Genevieve is filling gaps.
- Develop NS led KBC in a Place Game session about Centre Square. KBC also got input through online surveys. Umbrellas, fire pits, adirondak chairs, festival lights, garlands, and banners have all been purchased. Looking at adding a designated smoking section as well.
- Andrew and Dick both signed their contracts and we had a meeting about the media campaign. They will begin shooting in October.
- The gratitude campaign will launch next week. All businesses have been filmed, and will be photographed tomorrow.
- Light installation reveal will be at the end of a ghost walk performance on Thursday, October 6<sup>th</sup>. Mark your calendars!
- Proposals for virtual mural map – Colibri and Jaimie Peerless.
  - Colibri – annual hosting fee is a bit cheaper. Experience with art maps/open source data maps. Can start right away. Not a Kentville business.
  - Jaimie – Kentville business. A bit cheaper fee. Designed the map that we use in our mural festival materials. May not be able to start right away due to the haunt schedule.
    - Gary Morse made a motion to contract Jaimie Peerless provided she can have the work done by Dec 31<sup>st</sup>. Carrie May seconded the motion. Motion carried.
- Comfort Station – ACOA is willing to give an extension until March 31<sup>st</sup>. Do we want to move forward with this project?
  - It was felt that the board was not confident a lease on a space could be made by March 31<sup>st</sup>.
  - Gary Morse moved and Darryl Pike seconded the release of the funding.



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## New Business

- Carrie May nominated Julie Ogilvie as a KBC board member. Liz Huntley seconded the nomination. Motion carried.
- Accessibility & Inclusivity Committee would like representation from KBC.
  - Cate will send Genevieve the terms of reference.
- Date for AGM
  - The KBC AGM will be held in May 2023 to get us back to our regular AGM schedule.
- There was a recommendation of signage for home-based businesses (look at Fall River).

## Meeting Closing

- Comments & Announcements – none.
- Next meeting date
  - Wed, October 26<sup>th</sup> 4pm-6pm. Genevieve will check with board if this works.
- Adjournment – Motion to adjourn 6:12pm.