



# Kentville Business COMMUNITY

## **KBC Board of Directors Meeting**

Wed Feb 15<sup>th</sup>, 2023

Board Room at 401 Main Street

4:00pm – 6:00pm

### Minutes

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

*Regrets: Lindsay Young*

#### Meeting Opening

- Call to order – Andrew White calls to order at 4:03 pm.
- Approval of Agenda- Darrell Pike motions, Gary Morse seconds
- Approval of Jan 18<sup>th</sup>, 2023, Board Meeting Minutes - Liz Huntley motions and Gary Morse seconds
- Business Arising from Minutes
  - DAC Project – Genevieve Allen Hearn reports feedback was received. She sent a message to BID's and organizer of DAC. No new info received so we will not be proceeding with this project. We cannot meet deadline of March 31 and this project does not align with our current budget.

#### Committee Reports

- President Report
  - Presentation to Town Counsel at the CAC meeting on February 13, 2023 was very well received.
- Treasurer Report
  - Financial Statement – no changes from the prior month. There is a current surplus.
  - Additional grants offset special projects expense.
- Façade Program Committee Report
  - A small grant was given to Bad Eyes for signage.
  - Payout to Norwood health to paint exterior of building. (This is from last year's funding)
- Promotions Committee Report
  - January a slow month for promos.
  - Welcomed Bad Eyes gallery to town.
  - February promotions:
    - Fire and Ice



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- Leave your heart in Kentville. Ballots were distributed to retail businesses. These were then submitted to KBC. We received hundreds of ballots of which 2/3 were valentine messages to businesses. 1400 KBC dollars awarded. This was a very successful contest.
- Upcoming – Win what you buy March Break.
- Events Report
  - Fire & Ice
    - Lantern workshop was successful, and people came from all over the region to participate.
    - Retailers seemed pleased with the Fire & Ice give-away and sales throughout the week.
    - The more winter-y events needed to be cancelled.
    - Should we go bigger with this next year? We are low on funds by the time we get to January.
  - Multicultural Festival
    - Had first committee meeting Feb 1<sup>st</sup>. Next meeting is March 1<sup>st</sup>. A diverse committee this year! Representation from The Portal's cultural connector, NSCC's international students, VCLA, Kings Diversity Committee, Indigenous community, and newcomers.
    - Applying for grants and revamping the sponsorship package.
  - Mural Festival
    - First meeting set for March. Applying for grants and determining a theme.
- Executive Director Report
  - Virtual Mural Map
    - Prototype of the virtual mural map is ready – meeting with Colibri on Feb 16<sup>th</sup>.
    - Next step is to get signage for murals. Anyone have a contact for Whites?
  - Makers & Changemakers Campaign
    - Starting to receive materials from photographer and videographer. They are in their final stages of finalizing.
    - Next step is to order banners and organize an exhibit.
  - Received amendment from ACOA for the comfort station funding.
  - Final invoice for façade funding has been sent to Town of Kentville.
  - Report to Develop NS is complete.
  - Missed the deadline for Tree Canada but learned about Home Hardware's involvement. Is there an opportunity to partner?
  - On Town of Kentville's radar to discuss new sidewalks and accept input from the business community.
  - Finalizing ACOA grant report – will be submitted by March 31<sup>st</sup>.



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- Will be working on the annual report in March – anything you'd like to see included?
- Tides is looking for space – very low rent.

Old Business- nothing to report.

## New Business

- KBC collaboration
  - KBC/TOK agreement – Proposal is to have all the levy collected go to KBC, no holdback, no separate funding, all funding together. Reduce mandate reporting requirements. Hoping to get majority of counsel to approve this streamline by end of month. Escalation clause per annum and in place until 2025.
- Devil's half acre
  - Is KBC interested in coordinating/collaborating with them for their upcoming event? How can we help local business welcome this event. A suggestion was made to communicate advance preparations with our local businesses ahead of event to support them with this event.

## Meeting Closing

- Comments & Announcements - Canada cup – Olympic trials to be held in Kentville.
- Next meeting date – Wednesday, March 15<sup>th</sup> at 4pm-6 pm
- Adjournment – Andrew White adjourns at 5:16 Paul Dixon seconds.