



# Kentville Business COMMUNITY

## **KBC Board of Directors Meeting**

Wed Jan 18<sup>th</sup>, 2023

Board Room at 401 Main Street

4:00pm – 6:00pm

### Minutes

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

*Regrets: Cate Savage*

#### Meeting Opening

- Call to order- Paul Dixon called the meeting to order at 4:01 pm.
- Approval of Agenda – Gary Morse moved, and Darryl Pike seconded the motion to approve the agenda. Genevieve Allen Hearn asks to add Downtown Atlantic Canada's Main Streets research project to new business.
- Approval of Nov 16<sup>th</sup>, 2022 Board Meeting Minutes – Andrew White moved, Gary Morse seconded the approval of the minutes.
- Business Arising from Minutes – Nothing to Report.

#### Budget Review

- Gary Morse presented the review of the 2023/24 Budget.
- Revenue - \$15K out of the cash reserve is required to balance the budget. \$8K in grants needed.
- Town approved 5% increase we requested in the budget. 2025 agreement with KBC has been recommended to TOK. Clause to escalate as levy goes up.
- Salary for ED has been increased to allow more hours for the tasks in this role. Increase from 20 hours to 27.5 hours per week.
- Genevieve Allan Hearn reports that the multimedia budget is down as we have no major campaigns planned for 2023/24. The media campaign being rolled out in May will come out of the 2022/23 budget.
- No change to façade funding budget. No change to operational expenses.
- The events and seasonal promotions have been increased due to popularity of these events. We will be re-introducing the Multicultural Festival. A sponsorship line item has been added in revenue as we should be able to get some sponsorships for the multicultural festival.
- It has been suggested with town council that there be two installments to cover core and façade funding to avoid annual special project proposals.



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- Business networking event not in budget – a board member suggested we partner with other organizations as well to use space. There is a small budget for events and meetings.
- Opportunities for grants – communities culture and heritage – \$3-4K . Genevieve Allen Hearn will research provincial grant system. No further indications on what we may receive.
- Gary Morse moves motion to approve 2023/24 budget. Andrew White seconds the motion. The board voted unanimously in favour.

## 2021-2025 Strategic Plan Review

- Genevieve Allen Hearn suggests, as we are halfway through the plan, we should review.
- Initiatives – identifying these goals and where we see areas of improvement.
- We need more networking, due to Covid this was challenging. Could we tie in our networking events with information seminars for businesses.
- There was a strong execution of this plan over last 2 years. We need to continue to come up with fresh and creative ideas to take to the next level.
- Member suggested we set a scale to grade each initiative to determine some areas that require more attention.
- Some initiatives have not commenced yet such as daycations and attractive destinations, however, majority of initiatives have commenced or are completed.
- Development workshop – REN and AVCC have most of this covered.
- Paul Dixon recommends we add accessibility into our strategic plan.
- Accessibility committee – renaming Cornwallis Street and lights on bridge are some of the improvements being made.
- Board succession planning – We currently have a strong diverse group of board members from various industries and businesses in Kentville.
- How do we align our review of strategic planning with our budget review so we can set tangible goals for the year.
- February 13 is our budget presentation to town council. April or May board meeting would be a good time to review our budget flow with our strategic plan. Suggestions to look at how our recognition is growing – review the analytics of how we are doing. Julie Ogilvie has offered to help set some benchmarks.
- The Board would like to see where we are at upon completion of the strategic plan and add any new goals to the plan.
- Regarding the presentation to town council – highlight areas of priority and send to board for review.
- Do we want to present the strategic plan completions quarterly to the board?
- Acadia entrepreneurship can be removed from the plan.
- Board is going to review the plan to see if we have any new ideas to add.



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## New Business

- Setting a date for AGM – Wednesday May 17<sup>th</sup>, 5pm - 6pm
- International Downtown Association in alliance with Atlantic Downtown Association is doing a Downtowns and Main Streets research project with BID's across Atlantic Canada to collect data. They will provide funding to us to do the research. \$3.00 per survey paid to KBC to implement the surveying to businesses. Software provided to us. We would like to send electronically and business owners complete the survey at their discretion on their time. Genevieve Allen Hearn is going to follow up with other boards using the surveys regarding how the survey can benefit KBC and TOK.

## Meeting Closing

- Next meeting date – February 15<sup>th</sup>, 4pm-6pm
- Adjournment – Andrew White motions to adjourn, Darryl Pike seconds the motion.