



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed March 15th, 2023

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

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

Regrets: Lindsay Young, Darrell Pike, Liz Huntley

Meeting Opening

- Paul Dixon calls the meeting to order at 4:05 pm
- Approval of Agenda -Christina Coughlan motions to approve, Julie Ogilvie seconds.
- Approval of Feb 15th, 2023 Board Meeting Minutes
- Business Arising from Minutes- Carrie May motions to approve. Gary Morse seconds.

President's Report

- Paul Dixon confirms the AGM meeting is scheduled for May 17.
- Ideas for Business networking include an event be scheduled for the following month, possibly a community event in April to bring the AGM meeting details to public for attendance/interest. We should collaborate with REN as they plan to have networking events as well.

Committee Reports

Treasurer Report provided by Gary Morse.

- Surplus of \$37K up to Mid March (pre-pandemic funds in this reserve). Spending ideas for the reserve include but not limited to marketing campaign to bring visitors to Kentville, sponsorships, increased funding for current/future events and projects. Increased marketing, branding for local business through KBC. It was suggested we have a two-arm approach to include in our next budget for events and promotions of downtown.

Façade Program Committee Report provided by Carrie May.

- We need to take the façade program to what it was originally intended to be – a design feature. The current budget doesn't support this. Businesses need a designer to work with to provide ideas and costs. Currently only \$5K being used in program to bring in a designer for consultation.
- Carrie needs another member to be on the façade committee.



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Promotions Committee Report provided by Doug Ralph.

- Easter egg hunt among upcoming promotions. A meeting is scheduled soon for more spring ideas.
- Awards Season in Kentville – highlighting businesses nominated.
- We are also reviewing any areas to improve.
 - More focus on the consumer and why they should come to Kentville. Creating content with bigger impact.
 - Sharing info – rebrand FB page to We are Kentville. Creating a FB private group for KBC business members which will allow businesses to network privately.
 - Julie to help create an Instagram page.
 - Ideas to networking and getting community together. Have experts speak. Strengthen relationships and professional development for community business owners and leaders.
 - Genevieve Allan Hearn is working on an idea of a Kentville Human Library - Loan an individual/expert to speak with.

Events Committee Report provided by Genevieve Allan Hearn.

- Mural Festival (July 14th-16th)
 - Discussed partnering with Our Home Now, offering international food vendors during the Saturday of the Festival.
 - Looking at possible sources of funding and creating a sponsorship package.
 - Looking to confirm mural walls/surfaces this month.
 - Call for artists will go out this month.
 - Multicultural Festival (September 16th)
 - Had a second meeting with the committee and have a good connection with the Kings County's Diversity Specialist.
 - Looking at possible sources of funding.
 - Sponsorship package has been created.
 - Will start reaching out to potential performers this month.
 - Call for vendors will be available next month.
 - Networking event in April- need to reach out to business owners. Email ideal. Various board members to reach out to businesses. Date set for April 27. Casual event.
- Multicultural Festival (September 16th)
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Executive Director Report provided by Genevieve Allan Hearn.

- Virtual Mural Map
 - Virtual Mural Map is complete: kentvillemurals.ca.
 - QR codes were created to connect the murals signage to the map.
 - Mural signage is being designed by Red Birch Media. Hoping to have signage installed by May.
- Makers & Changemakers Campaign
 - Video footage and photography is complete. Meeting with videographer and photographer tomorrow (March 16th) to discuss next steps.
 - Exploring the possibility of an exhibit in the Blossom Tea room at Petite Patrie during the month of May.
 - Will be ordering banners for Centre Square.
- Infrastructure
 - The Centre Square message board arrived.
 - Centre Square umbrellas have arrived.
 - Will arrange with Lindsay about getting these installed.
- Grants
 - The final report was sent to ACOA. Should expect the remainder of the Revitalize Main Street Initiative grant soon (\$36,600).
 - Grant application sent to Communities, Culture & Heritage's Festival & Community Development stream for the Mural Festival.
 - Will be sending a grant application to CCH's Diversity & Community Capacity Fund for the Multicultural Festival.
- Operations
 - Insurance renewed (General liability and Director's/Officers Insurance)
 - Renewed Registry of Joint Stocks
- Request - \$500 for a consultation and translation fee for mural festival. Christina Coughlan motions to approve, Carrie May seconds.

"We have received a status update on our Mi'kmaq language consultation in regard to our mural, and it ended up being more difficult of a task than we had expected. The work involved Mi'kmaq Elder Consultation which starts at a fee of \$550. It has been very important to us to have correct language used within our work, and the Mi'kmaq language is endangered. We were wondering if there is any way you could pass this along to the Kentville business commission and see if it would be possible to grant a larger sum of gratuities to the Mi'kmaq elders."

Old Business

- Town of Kentville Meeting – 2 amendments were provided, moved and defeated. The agreement passed 5-2 so our draft as presented was approved.



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Meeting Closing

- Comments & Announcements – Carrie May asked about the sponsorship for mural festival –what will businesses get with their sponsorship?
- Next meeting date – April 19th 4pm – 6pm
- Adjournment – Carrie May adjourned the meeting at 5:45 pm.