



# Kentville Business COMMUNITY

## **KBC Board of Directors Meeting**

Wed April 26<sup>th</sup>, 2023

Board Room at 401 Main Street

4:00pm – 6:00pm

### Minutes

#### Meeting Opening

- Call to order - called to order by Andrew White at 4:06pm
- Approval of Agenda – Darryl Pike moved and Julie Ogilvie seconded the approval of the agenda.
- Approval of March 15<sup>th</sup>, 2023 Board Meeting Minutes - Julie Ogilvie moved, Paul Dixon seconded the approval of the Minutes.
- Business Arising from Minutes
  - Request for Reserves:
    - Additional \$8,000 for Seasonal Décor grants to cover Apple Blossom window displays (requested by Board last meeting)
    - Additional \$10,000 for Event Implementation (\$4,000 for Multicultural Festival, \$4,000 for Mural Festival, \$2,000 for Fire & Ice)
    - \$5,000 for website update and branding templates for social media posts.
      - All request for reserves was approved.

#### President's Report

- Congratulations to Julie Ogilvie and Liz Huntley for AVCC awards.
- Congratulations to the three nominees from the board for Women of Excellence – Genevieve, Cate and Lindsay.

#### Committee Reports

- Treasurer Report – Year-end financial statements should be ready for the AGM.
- Façade Program Committee Report –
  - Proposing that KBC adds a new stream that has a design element to it.
  - What is Kentville's design identity? What do we want to capture in our design parameters?
  - There is a video that informs the 'Breath of Fresh Air' brand that might be helpful.
  - More interaction with the business owner throughout the process.
  - Sidewalk conference for one of our meetings. Look at 'visible' access points.
  - Unified civic numbers for buildings – every business gets one.
  - Revisit the policy on blinds and window coverings on apartments.
  - More promotion of the program.



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- Looking for another board member for the committee. Could also have someone from the general community (maybe someone the heritage committee).
- Timing limits on when property owners can come back for funding on the same property.
- Promotions Committee Report
  - Started a private Facebook group specifically for members. The public group will be called #wearekentville.
  - Welcomed Authentic Ginger (merchandise branding).
  - Makers & Changemakers gallery opening Friday, May 12<sup>th</sup>.
    - Julie is helping getting the video/photos seen online.
    - Reaching two audiences: people already living in Kentville, and potential visitors.
    - Running a five month long ad campaign on Facebook.
  - Win What you Buy during Apple Blossom week.
  - Canada Cup market on Friday, July 21<sup>st</sup> 5pm-9pm.
  - NKEC Grad parade – June 10<sup>th</sup>. Looking to see if we can get the grad photos for businesses to put in their windows.
  - Father's Day and Mother's Day promos.
  - Brainstorming a new name for Festival of Flowers.
- Events Committee Report
  - Mural Festival
    - Call for artists is ready to go out
    - Less murals, higher fees
    - Focusing on Centre Square
  - Multicultural Festival
    - Submitted a grant to Diversity & Community Capacity Fund for Multicultural Festival
    - Call for Vendors is now circulating
    - Programming committee is booking performers
  - Canada Cup
    - Gap in programming on Friday, July 21<sup>st</sup> 4pm-7pm. Considering running a market in Centre Square during those hours, inviting participants to come to the downtown core.
    - Getting info from the town about street closures.
  - Under the Gazebo
    - Not running late summer/early fall programming under the gazebo this year as Genevieve will be on vacation late August, and Multicultural Festival is early September. May run some programming in Spring to get people back out after the winter.
  - Fire & Ice
    - Connecting with Devour to see if they'd like to run an event during Fire & Ice
    - Will be organizing an indoor live music event during Fire & Ice in venues around Kentville



## Executive Director Report

- Year-end is complete, and Ryan is connecting with our accountant for the audit.
- Renewed contracts for staff.
- Attending Downtowns Atlantic Conference May 24<sup>th</sup>-26<sup>th</sup>
- No word from Apple Blossom about street closures. Would like to get this in the May newsletter.
  - Blossom Business Breakfast & Expo on May 26<sup>th</sup> – would anyone from KBC like to attend?
- Media Campaign launch – Friday, May 12<sup>th</sup>. Gallery opening and video playing. Remarks from participants. Refreshments provided. Do we need remarks from the Board?
  - Genevieve will contact Mayor Snow about opening remarks.
- 36 Businesses signed up for the Apple Blossom window displays. Currently matching businesses with artists. We may not have enough artists to cover all of them.
- Getting Centre Square street furniture out tomorrow with Town of Kentville. Will also be installing new signage. Apple blossom garland to go in alley.
- Installing a selfie Apple Blossom floral wall in Centre Square during Apple Blossom weekend.
- Connected with Town about sidewalk construction. They will be doing work in the summer. Gave dates of our major events and asked them to work around it. They would like to sit down with KBC and any interested board members to have a discussion.
- Connected with Harlon about Devil's Half Acre.

## Old Business

- Comfort Station: will be where the bike shelter is going on Station Lane. Lindsay has submitted the RFP.

## New Business – none

## Meeting Closing

- Comments & Announcements
- Next meeting date – May 17<sup>th</sup>, 2023 (combined with AGM)
- Adjournment – Andrew White motioned to adjourn at 6pm.