



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed August 9th, 2023

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

Present: Carrie May, Gary Morse, Lindsay Young, Julie Ogilvie, Cate Savage, Doug Ralph, Genevieve Allen Hearn, Liz Huntley, Andrew White, Darryl Pike.

Regrets: Paul Dixon, Christina Coughlan

Meeting Opening

- Call to order – Andrew White called meeting to order at 4:05pm.
- Approval of Agenda – Darryl Pike moved and Julie Ogilvie seconded the approval of the agenda.
- Approval of June 21st, 2023 Board Meeting Minutes – Gary Morse moved and Carrie May seconded the approval of the June 21st Minutes.
- Business Arising from Minutes – none

President's Report

- Congrats to Carrie on Blossoms on the Block win!
- Great events through July.
- Accommodation Discussion:
 - Lindsay in touch with firm about another hotel study.
 - Losing bids on events because we don't have accommodation.
 - People attending events are leaving town for accommodation, so Kentville's businesses are missing out on spin-off revenue.
 - How can KBC help?
 - Stakeholder input.
 - Support if Lindsay needs approval for a hotel study.

Committee Reports

- Treasurer Report
 - Received the \$25,000 from ToK from the 2021/22 façade program funding.
 - Received first installment of funding from ToK. Genevieve will be invoicing for the second installment in September.
 - Gary Morse moved the adoption of the financial statement as of August 9th, 2023, Julie Ogilvie seconded. Motion carried.
- Façade Program Committee Report
 - Darryl Pike is now a member of the Façade Improvement Program Committee.



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- Reminder that payment is not to be distributed before the entire project is complete.
- Emphasis on getting before and after photos of the buildings.
- KBC should be specific about the proposal photos – only include changes that will be done during the project.
- Two projects have been approved – this covers the ‘Property Owner’ stream for the year. \$15,000 to Valley Stove & Cycle for two sides, and \$10,000 to 437 Main Street for one side.
 - VS&C has been challenging to pin down re: timing for the mural.
- Promotions Committee Report
 - Night Market was well attended and market vendors made a lot in sales. Krista and Rachel (Wholesum Refillery) are interested in running seasonal Night Markets.
 - Need more volunteer involvement in the set-up.
 - Social media takeover with Darrin Harvey during Mural Festival.
 - Barbie-Q in Kenville was a last minute idea pitched by Doug. Lots of people participated and shared photos.
 - Blossoms on the Block – Light Touch Laser won third time in a row.
 - Social media exploded in the last month. Facebook engagement has gone up.
- Events Committee Report
 - Mural Festival:
 - The condensed timing on Saturday worked really well. Hundreds of people attended between 11am and 3pm.
 - First time we had an out of province artist – stayed with ED all week and painted three murals.
 - Still need to do the mural on the side of Valley Stove & Cycle.
 - Final grant report sent to provincial government.
 - All mural signs with QR codes are up. Genevieve requested that KBC include a budget line every year for signage for the new murals. They cost approximately \$50 to print, and another \$50 to install. The board agreed to this continuous budget line.
 - Only one board member attended the Mural Festival. Genevieve emphasized the importance of board members attending events so they can make informed decisions when determining what should be included in the budget. It’s important that board members see the community impact firsthand.
 - Multicultural Festival:
 - 38 vendors confirmed.
 - Received \$4250 in sponsorships and \$9650 in grants. Still waiting to hear from the Kentville Rotary about sponsoring the festival. Either way, the planning committee has reached our sponsorship/grant goals and the event will break even.
 - Programming is finalized and contracts sent out.
 - Working on marketing and community outreach this month. Please help spread the word.



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- Need volunteers!
- Looking into our insurance policy – we may need to purchase event insurance. – might be able to go through town.
- Need a Green Room – could the KBC board room be used? Genevieve will connect with Paul Dixon.

Executive Director Report

- Had meeting with Minister Corkum-Greek and BIDs.
 - Homelessness a major issue among all BIDs.
 - List of provincial priorities in last newsletter.
 - Right now the BIDs are focused on getting on the radar of the provincial government.
- Three retail closures in one month – big blow to the town.
 - Genevieve conducting exit interviews with each retailer.
 - Ametora wants to hold a public forum to address the retail crisis.
 - Networking event first?
- Genevieve on vacation August 28th – September 1st.

New Business

- Sidewalk construction in September - this will be a difficult time for retailers affected
 - Run contests during constructions - KBC construction dollars?
 - Walk the Block after party/Night Market (everyone with an orange vest)
 - Chalk art on sidewalks when complete
 - Tax free town wide sale during construction (Sidewalk-less sale)
 - South side of Webster, the East side of Aberdeen, the West side of Cornwallis Street will be under construction.
 - Approximately 3 weeks of construction.
 - Will be getting a visual from the Engineer to communicate with businesses.
- Lindsay is meeting with David Bell about the RFP for the bike shelter.
- KBC would like to form a Community Liaison committee as a way for board members to formally communicate with members face-to-face.

Action item: Lindsay, Julie, Carrie, Andrew and Genevieve will meet to discuss the formation of a Community Liaison Committee.

- Headliners Parking correspondence.
 - A change cannot happen right away, but we are having a bigger conversation about the possibility of validated parking for businesses that offer 3 hour services.

Action item: Genevieve will look into extended parking solutions.

Meeting Closing

- Next meeting date – **Wednesday, September 20th 4pm – 6pm.**
- Adjournment – Carrie May motioned to adjourn 6:15pm.