



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed June 21st, 2023

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

Present: Genevieve Allen Hearn, Andrew White, Paul Dixon, Doug Ralph, Gary Morse, Cate Savage, Lindsay Young, Darryl Pike, Carrie May

Regrets: Julie Ogilvie, Christina Coughlan, Liz Huntley

Meeting Opening

- Call to order – Andrew White called meeting to order at 4:06pm
- Approval of Agenda – Paul Dixon approved, Gary Morse seconded
- Approval of April 26th and May 17th, 2023 Board Meeting Minutes – Carrie May approved April and May, Paul Dixon seconded. Change time to 5:30pm for May minutes.
- Business Arising from Minutes
 - KBC needs a Secretary.
 - Christina can't make the next two meetings.

Special Presentation: AT Plan Update – Rachel Bedingfield (had to cancel)

President's Report

- Welcome to new President, Andrew White!

Committee Reports

- Treasurer Report
 - Ryan Morse is not able to export the VISA statements from online banking.

Action item: Genevieve will touch base with Scotiabank about VISA statements.

- Façade Program Committee Report
 - Carrie has a meeting with a potential new façade committee member.
 - 2023/24 phase in process.
 - Valley Stove & Cycle has an accepted project on their white wall facing Centre Square. They will be resurfacing the wall, and putting a mural on the wall.
 - OATS is putting their awning up soon (2022/23 façade funding recipient).
- Promotions Committee Report
 - Welcomed two new businesses to town – Dayan Sushi and Ametora Supply. Also visited Lash Logic in Centre Square, who has been there since November but didn't get an official welcome.
 - Father's Day promo – generated a lot of interest.



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- Handed out Pride stickers before 'Come Together' event at Kings Arms. Many businesses put them in their front windows and doors.
- NKEC prom posters were handed out to businesses to place in their windows for the NKEC Prom parade.
- Apple Blossom Win What you Buy generated some interest. Every day there was a winner of a large amount (a few received the max of \$100 in KBC Dollars)

Action item: Genevieve will invite Logan (Apple Blossom President) to a meeting in the future to discuss KBC's involvement and how we get people to shop in Kentville during Apple Blossom.

- Events Committee Report

Apple Blossom: Flower wall was a huge hit! It was borrowed by KCA for their middle school prom, and NKEC for their prom. Now in storage.

Devil's Half Acre: Received correspondence from girlitute about road closures hurting businesses.

- Road closures are evaluated by the senior staff team. Emails can be directed to CAO.
- KBC can promote businesses doing things that weekend.

Mural Festival – July 14th – 16th

- Received \$5,000 from Dept of Communities, Culture & Heritage
- Received \$2,200 in sponsorships so far. Looking for \$800 more.
- \$1,500 in cash from TOK and \$1,500 in in-kind support.
- Activities happening on Saturday, July 15th 11am-3pm.
- Opening ceremony at 11am. Ross Creek and Valley Pride activities 11:30am – 2pm. Music 11:30am – 1:30pm. Food vendors 11am – 3pm.

Canada Cup Night Market – July 21st 5pm-9pm

- Food vendors, retail vendors, music, games in Centre Square during a gap in the Canada Cup program.

Multicultural Festival

- Received \$8,000 from Dept of Communities, Culture & Heritage
- Received \$650 from County of Kings
- \$1,500 in cash from TOK and \$1,500 in in-kind support.
- Looking for a Kentville Rotary contact

Action item: Cate sending contact to Genevieve

- Programming almost finalized.
- Still taking applications for vendors. The deadline is August 1st.



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Executive Director Report

- Getting support from Gerry at TOK to install the last pieces of the Develop NS infrastructure in Centre Square (event signage and water tap signage). Working with Lindsay to fill the flower boxes.
- Changed Festival of Flowers to 'Blossoms on the Block'. 25 responses so far – so we are full! Will vote for best flowers end of July.
- Makers & Changemakers page on website now. The Facebook ad will be purchased in the next couple weeks, and stories will be shared through social media. Really good response to banners so far.
- Attended Downtowns Atlantic Conference June 24th-25th.

Action item: Genevieve will send conference notes to board via email.

New Business

Correspondence: Headliners Studio Parking

- They would like three-hour parking in front of their salon for services that are over 2 hours.

Action item: Lindsay is bringing this request to senior admin at the Town of Kentville for discussion.

Board Development Topic: How to Make Motions & Amendments – tabled for next month.

Meeting Closing

- Comments & Announcements - none
- Next meeting date – **Thurs, July 20th 4pm-6pm social, Wed, Aug 9th 4pm-6pm, meeting**
- Adjournment – Gary Morse motioned to adjourn 5:25pm.