



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed September 20th, 2023

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

Present: Andrew White, Christina Coughlan, Paul Dixon, Carrie May, Darryl Pike, Doug Ralph, Genevieve Allen Hearn, Liz Huntley, Julie Ogilvie, Cate Savage

Regrets: Lindsay Young, Gary Morse

Meeting Opening

- Call to order – Meeting called to order by Andrew White at 4:01pm
- Approval of Agenda – Paul Dixon moved and Christina Coughlan seconded the approval of the agenda.
- Approval of August 9th, 2023 Board Meeting Minutes – Liz Huntley moved, and Darryl Pike seconded the approval of the minutes.
- Business Arising from Minutes – none.

President's Report

- A challenging month with a few business closures, floods, and sidewalk construction.

Committee Reports

- Treasurer Report
 - Genevieve reported on behalf of Gary Morse. She clarified that the 'Event Infrastructure' amount was spent in 2023/24 fiscal year, but was from funding in 2022/23. Paul Dixon moved and Darryl Pike seconded the approval of the Treasurer report.
- Façade Program Committee Report
 - We must consider tenant signage in proposals.
 - It's easier to maintain existing signage sizing than to reapply for new signage.
 - The 'Property Owner' stream has been completely allocated. There is still a bit left in the budget for the 'New Business' stream.
- Promotions Committee Report
 - Julie Ogilvie is our new Committee Chair!
 - The Committee discussed 'promoting our promotions'. Getting the word out and having visuals that make an impact.
 - 2 Feather banners were ordered, and considering ordering two more to put around town during promotions.
 - Julie will talk to Lindsay about an over-the-street banner by the Research Station.



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- KBC is going to start a loyalty program between businesses as a way to get businesses to support each other more. The loyalty program would include a 10% discount at participating businesses.
- Makers & Changemakers wrapping up. Paid ads were seen across the province.

Action item: Julie Ogilvie will touch base with Lindsay about an over-the-street banner.

- Events Committee Report

Multicultural Festival:

- Had to reschedule for October 21st due to the hurricane conditions on September 16th.
- Losing our headliner and a few vendors, but otherwise the festival will remain the same.
- Still need volunteers to help!
 - KBC Men available to help with set-up on Friday, October 20th

Harvest Festival:

- Running a pie eating contest during Harvest Festival on October 7th. Two age categories. Donating 20 pies to the two soup kitchens as well. Apple Valley Foods is sponsoring.
- Trying to get restaurants and cafes to engage in a dessert competition to draw more attention to the Pumpkin Palate Pleaser.

Holly Days Festival:

- Not doing the mural lights again, but looking at alternatives to light up the town.
- Running a s'mores kiosk again, and booking entertainment in Centre Square.
- Looking at ways to get people moving through town more (maybe tables in different locations again)
- Holly Days Market is running on Friday again. Wholesum Refillery is looking at hosting an outdoor market on Saturday.
- Brainstorming ways to spread the love a bit more during extended hours on Friday rather than concentrating all efforts on Holly Days weekend.
- Liaison Committee Report
 - Named the 'KBC Connection Committee'
 - Met for the first time and developed a plan, as well as terms of reference.
 - It's important for the board to know that they should ALL be involved in efforts to engage with the business community, regardless of whether they sit on the committee.
 - Will connect with businesses in three ways – Welcoming businesses to town, checking in on existing businesses, performing exit interviews with outgoing businesses.
 - Will also run networking events to keep the community connected.



Executive Director Report

- Performed exit interviews with Wendi (For Pets & Their People) and Gabrielle (Petite Patrie Chocolate). The common feedback:
 - KBC has been supportive. Most helpful were the grant programs (décor and façade). Event days were also good (night market, Holly Days).
 - Felt that traffic flow doesn't work on Cornwallis Street. Cars too focused on the merge, and then driving too fast. Pedestrians afraid to park and cross the street.
 - More pedestrian friendly planning for the streets and sidewalks. Our planning is too car-centric.
 - Folks hanging around Open Arms made customers feel uncomfortable, especially in the evenings. Businesses locking their doors on Cornwallis.
 - Lack of tourism in the summer.
 - Lack of support from other businesses.
- Running another Harvest Window painting display grant. 25 Businesses have been matched with artists and windows should be done by October 1st.
- Welcomed two new businesses to town – Purple Peacock and Wheelhouse Coffee. Murphy's Barber will also be opening soon.
- Sable Shortbread has announced they will be leaving. We have put the property manager in touch with potential tenants.
- Had to withdraw our application for ACOA funding for the Comfort Station (\$20,000) due to not meeting milestones.

Old Business

- 3-hour parking permit proposal
 - Genevieve submitted a proposal for offering businesses that have services that last over two hours a temporary parking permit for their clients.
 - The Board would like to take the idea to the next level and talk to Town of Kentville and the Police Department about the viability.

Action items:

- **The Board suggested doing a video about where to find parking in Kentville. Doug and Genevieve will explore this idea.**
- **Genevieve will talk to Lindsay and the Police Department about the 3-hour parking permit.**

New Business

- Pumpkin Walk Sponsorship request: Landmark East requested \$1000 for the Pumpkin Walk on Thursday, October 26th. KBC is also supporting the event by seeking vendors, as well as encouraging businesses to carve a pumpkin and lead a 'friendly' pumpkin carving competition on Facebook.



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- Paul Dixon made a motion to approve the \$1000 sponsorship, and Christina Coughlan seconded the motion. Motion carried unanimously.

Action item: Genevieve will inform Landmark East and find out how KBC will be recognized.

Meeting Closing

- Comments & Announcements - none
- Next meeting date – **Wednesday, October 25th 4pm-6pm**
- Adjournment – Christina Coughlan motioned to adjourn at 5:48pm.