



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wednesday November 15, 2023

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

Present: Andrew White, Gary Morse, Genevieve Allen Hearn, Julie Ogilvie, Doug Ralph, Christina Coughlan, Paul Dixon, Darryl Pike, Carrie May, Lindsay Young (virtual) + Cait Savage (virtual)

Regrets:

Meeting Opening

- Call to order – Andrew White called the meeting to order at 4:04pm.
- Approval of Agenda – Christina Coughlan moved, and Paul Dixon seconded the motion to approve the agenda.
- Approval of October 2023 Board Meeting Minutes – Paul Dixon moved, and Gary Morse seconded the approval of the Oct 2023 minutes.
- Business Arising from Minutes
 - Julie Ogilvie was nominated as secretary of the KBC Board. Gary Morse moved, and Darryl Pike seconded the motion to nominate Julie Ogilvie as secretary.
 - Motion carried
 - Gary Morse presented how to make motions & amendments. [A supplementary document was presented and is attached here](#). Key takeaways:
 - When there is a decision that needs to be made, you need to put a motion on the table in order for it to be approved or denied.
 - Rules for motioning outlined in the document
 - With motion to table - when will it come back - called motion to bring it off the table. A decision should be made as to when the tabled motion will be brought off the table again.
 - Motion to reconsider can only be made by someone who was on the winning side. (so effectively they are changing their vote)
 - One team one dream - we won't be recording the names of people who voted for or against motions. A decision by the board will be considered passed by everyone.



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President's Report

- Thank you to all those who attended the Block Party at Tides. It was a wonderful turnout and really appreciated by everyone who attended.
- Paul & Genevieve attended the grand re-opening of Jason's Independent grocery store event on behalf of the board. We'd like to give a shoutout to Jason on our socials for his years of service and dedication to Kentville. He retires later this week.

Committee Reports

- Treasurer Report
 - Gary presented statements
 - We received more than we budgeted for from the town. (surplus of approx \$11,000)
 - We received additional sponsorships for the Mural Festival & Multicultural festival as well
 - We had to give back the funding for the grant money for the comfort station.
 - The budget is looking very good, and we won't know if we will be dipping into our reserves at this point, but we're excited about the extra money received
 - Acceptance of the budget Moved Gary, Second Paul, motion carried
- Façade Program Committee Report
 - We sent out 2 cheques this month to facade program recipients
 - Bruce, Amatora owner, needs to change his signage, but there are some missing permits, and doesn't want to deal with the town. Cait asked if there was willingness for a KBC member to approach the landlord to see if there was a way we could help. Paul will approach the landlord for a conversation from a place of helping them through the facade program in order to add lights to the building.
 - Genevieve will follow up with Wheelhouse about their facade grant.
 - We will look into opening up applications for the facade program earlier in the year to increase the opportunity for people to use the funding. (creating a longer window.)
- Promotions Committee Report
 - 'Carols in the Park' will launch on Dec 1 and continue for 4 weeks in December.
 - [Committee meeting notes here.](#)
- Events Committee Report
 - Post-event survey to those involved (40 people/orgs) 20 responses that all came back very positive. No one said they would not come back, or that they had a negative experience. Feedback was also collected by the committee. The most frequent feedback was that we should have a backup rain date planned.
 - We received 8,000 from a grant that we would not normally have qualified for because of the backstory. But we may not get the same grant next year because we are not the kind of non-profit that would qualify.



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- Genevieve would like to spearhead a committee that would be able to receive the grant money, but the KBC might not be the ones that hold the event in the future, however we could still be highly involved - either a title sponsor or give a grant. (We don't currently have a process for that, nor a budget line for it either.) so we have to be mindful of how we are doing this. Staffing the event is particularly hard because our ED put in a ton of hours.
- We know that we want to continue running this event and we will figure out the funding piece to ensure that the event continues and that it is always a part of the KBC. Genevieve will put together a "move forward plan" to share with the board to make some suggestions.
- Holly Days we lost our volunteers who are going to run the hot chocolate booth. Darryl will volunteer to man the booth and get someone else to help.

Connections Committee Report

- Made a call for another committee member and Christina Coughlan volunteered
- Get a list of businesses and figure out where they are located, so the list of businesses can be divided among the members for visiting purposes.
- Carrie asked Lindsay for a map of Kentville to help see where they are.

Executive Director Report

- Meeting with new police chief
- Idea to have a designated smoking space in Kentville. And it's been a hard topic to figure out.
- Bonnie Ross (Ross Graphic) has green bins in front of her business that are smelling and becoming a communal place that collects garbage/ unsightly. So we have a solution of a garbage shed where we would pay ¼ of the cost, TOK would pay ¼ and the business would pay ½.
- KBC needs more storage. Paul was asked if he had space, and he will investigate what's possible

New Business:

- Staff announcement: Genevieve will be resigning as ED on March 31, 2024. (End of fiscal)
- Motion to adopt a hiring committee: Paul Dixon motion passed.
 - Interested committee members: Paul (chair), Darryl, Gary, Julie, Andrew
- Put the salary expectation into the budget

The president had to leave the meeting and the Vice-Chair took over.



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Old Business

- 3-hour parking - meeting was held. 75% of the tickets given are to employees, not visitors. There's also a warning ticket system in place, so the first time they get a ticket, they get a warning. Ticketing only happens until 4pm.
 - Genevieve went back to Headliners to share the information from the owner.
 - Paul has paid 3 customer tickets in over 3 years for Glimpse Salon (to show that it's not a common theme that customers are getting ticketed frequently.)
 - At this time, we're not going to push the 3-hour parking to TOK because it seems to be resolved enough at this time that we don't need to push.
 - We have thought about having signage to entice people to walk - "town square is a 2 minute walk" or "500 steps to town square"
- Pallet Community Discussions:
 - Genevieve shared notes from discussions she shared with business owners
 - Themes that came out from the meetings:
 - Are decisions being made with an overarching plan in place? How does this play into the overall vision for Kentville?
 - They are concerned that these themes will get worse.
 - We will encourage all businesses to report every concern to the police so they have a clear understanding of what's actually happening.
 - Could the KBC play a part in making a suggestion as to the location for the pallet project? Gary would like to suggest a location further from the buildings.
 - KBC has been caught in the middle of talks between the town and the lawyer. We were approached for a letter of support. Genevieve shared her letter saying that we can't make a formal comment either way for either side.
 - At this point we're continuing to wait for more information.
- Signage on Mural:
 - Genevieve will talk to Andrew Zabien to ask if there's another solution for moving the signage. We all agree that we are ok with that.

Meeting Closing

- Comments & Announcements:
 - Add a message to the newsletter that businesses can add themselves to the Town of Kentville listing
 - Genevieve is on vacation November 27 - Dec 1.
 - Doug is on vacation on November 28 & 29
- Next meeting date
 - Monday, December 11th, 4pm-6pm. At Kings Arms
 - Board Meeting: Wednesday Jan 10, 4-6pm
- Adjournment – Julie motioned to adjourn at 6:10pm.