



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed January 17th, 2024
Board Room at 401 Main Street
4:00pm – 6:00pm

Minutes

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

Regrets: Julie Ogilvie

Guest: Juli MacHattie

Meeting Opening

- Call to order – Andrew White called meeting to order at 4:03pm
- Approval of Agenda – Darryl Pike moved and Paul Dixon seconded the approval of the agenda
- Approval of November 15th, 2023 Board Meeting Minutes – Gary Morse moved and Paul Dixon seconded the approval of the minutes.

President's Report

- Juli MacHattie is attending the meeting as a potential board member.
- Noticed a good turnout for the Friday evening events during late night shopping.
- Into prep mode for 2024.

Committee Reports

- Treasurer Report
 - In good financial standing. A little over budget on a couple line items, but able to draw from the cash reserves to cover them.
 - Gary Morse moved and Paul Dixon seconded approval of the Treasurer report. Motion moved unanimously.
- Façade Program Committee Report
 - Need to determine if improvements are just for street facing projects, or public-use facing projects (such as the back of the Lion's Club, which can be seen from parking lots).
 - What happens when the town owns the building?
 - There are not many town owned buildings (Lion's Club and Kentville Heritage Centre). These can be dealt with on a case by case basis.
 - Lion's Club received funding for their façade from the town. KBC will remove them as a potential façade funding recipient.
 - Paul reached out to Adam about the River Street building signage and is waiting for answers.



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- Lindsay and Gen will meet with Les (owner of Tim Horton's) to find out what they have planned for the building.

Action item: Lindsay and Genevieve to arrange a meeting with Les about the former Tim Horton's building.

- Promotions Committee Report (Absent Chair)
 - Good feedback on the carols in the park.
 - Stagger the timing of the carols and timing of when the businesses close.
 - Tie in a scavenger hunt or something that circulates people through the town.
 - Bridge Beauty Bar and Murphy's Barber shop opened recently in Kentville.
 - Headliner's Studio won the trophy for Christmas décor.
 - KBC Dollars in car windows as a January Promotions Committee activity to thank people for shopping downtown.
- Events Committee Report
 - Friday evening carols in the park – drew crowds but didn't translate into shopping.
 - Only received 7 responses for the holiday shopping survey so far. Will send again in a separate email. So far the responses are all over the spectrum.
 - Fire & Ice coming up. There is a full schedule Feb 9th – 14th. Asking shops to send info on sales/promos, and not getting a big response.
- Connections Team Report
 - Making a map of where all the businesses are located.
 - Another KBC mingle either before or after March break.
 - Intro about what KBC is.
 - Put in the newsletter – would you like to host a KBC mingle?

Executive Director Report

- Attended Sugarhouse Ceramics opening and Mindful Therapies opening.
- Welcomed Bridge Beauty Bar to town. They will have an opening soon.
 - Gen will send calendar invites for openings.
- Exit interview with Tyla's Boutique.
 - Wasn't getting the client base she needed to stay open.
 - Suggestion: Create a marketing package for new businesses with information on marketing in the Annapolis Valley.
- Met with NSCC about improving community engagement. Coming up with 'Welcome Week' ideas with Lindsay.
- Working with Lindsay on getting improved highway signage.
- Rec Dept will incorporate signage around town with info on parking and walkability. Working with Lindsay on this.
 - Look at Berwick signage.
- Looking into getting a quote for the hardware needed to have an over the street banner.
 - Would need to install poles. Might be a better location by Burgher Hill.
- Working on a 'how to shop eco-friendly' video with Canopy Creative.



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- Will present for council in March when the new CAO will be in attendance.
- Sent an RFP for revamping the website. Will award the contract when Julie arrives back from Mexico.

Old Business

- Multicultural Festival proposal
 - The Board agreed to the proposal sent via email.
 - The Multicultural festival has incorporated as a Society.

Action item: Genevieve will draw up an MOU with the festival committee, with a 3 year agreement to funding/support.

- Pallet Community update
 - Moved to Exhibition Street
 - No longer under the control of Town of Kentville
- Signage on mural update
 - Andrew Zebian said the signage on the 'No Place Like Kentville' mural is temporary. Genevieve will follow up with an email.
 - Genevieve will change the property owner agreement to include a clause about not putting signage over murals.

New Business

- Video about accessibility in Centre Square
 - Could we run a third stream of the façade improvement for accessibility?
 - Invite Paul Tingley to a lunch and learn to talk about accessibility.

Action item: Gen will work with Lindsay to organize a lunch and learn.

Meeting Closing

- Comments & Announcements
- Next meeting date: **Wednesday, February 21st 4pm – 6pm**
- Adjournment – Paul Dixon motioned to adjourn at 6:10pm