



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wed October 25th, 2023

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

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

Regrets: Cate Savage

Meeting Opening

- Call to order – Christina Coughlan called meeting to order 4:05pm.
- Approval of Agenda – Julie Ogilvie approved and Gary Morse seconded the agenda.
- Approval of September 20th, 2023 Board Meeting Minutes – Carrie May approved and Paul Dixon seconded the approval of the minutes.
- Business Arising from Minutes
 - Landmark East Pumpkin Walk – recognized on the radio, on Facebook page, and at event.
 - Could this turn into a bigger event like Holly Days? Could it happen at the same time as a Night Market and Late Night Shopping?
 - Is it worth it for the business community to continue to support this annually? We can revisit this conversation before budget season. The event might want to align with business sponsors rather than KBC, since we do not budget for event sponsorships.

President's Report

- Board Changes
 - Congratulations to Julie and Liz for winning the AVCC Best Of awards.
 - Liz Huntley has resigned from the KBC Board due to health related issues.
 - Remember to register for the Block Party on November 8th.
 - Christina knows someone who may be interested in sitting on the board.

Action Item: Genevieve will send an application form and board information sheet to Christina. Andrew will meet with the potential board member.

- KBC to send a Pallet Community email as a separate bulletin including the video.
- Town of Kentville will make a presentation at the next KBC Board meeting.



Committee Reports

- Treasurer Report
 - Surplus of \$35,500, but this is accounted for in the budget, for future expenses.
- Façade Program Committee Report
 - Oats Thrift Store and Valley Stove & Cycle walls are under construction.
 - Town is working on getting an internal inspector. County inspectors are becoming too demanding.
 - Include more emphasis about building permits in the application.

Action items: Doug will document the two new façade projects and put it on social media.

Genevieve will order feather banners to indicate when a construction project is being funded by KBC.

- Promotions Committee Report
 - Feather banners were put to use for the sidewalk closures.
 - The Promotions Committee would like to recommend a street banner with a pulley system between Valley Stove & Cycle and Town Hall.
 - Would need parameters for events that would like to hang a banner.
 - A fee would be associated with hanging a banner.
 - Could the fire department hang banners as a fundraiser?

Action item: Julie, Gen and Lindsay will meet to discuss how to manage the street banner.

- Spencer Laing is now sitting on the Promotions Committee meeting as representation from the nonprofit sector (CentreStage).
- Gave away \$250 per week for four weeks during the Sidewalkless give-away. There were 413 entries. Doug did interview style draws with organizations in the community.
 - Suggestion: Next time use a QR code on the tent cards that links to the website page with info on how to submit receipts.

Action item: Gen will highlight the success of the promotion with a shout out to New Scotland Candles.

- It was suggested that we have a sign that says that businesses accept KBC Dollars.
- Doug helped Gary promote Walk a Mile in Her Shoes. Raised \$26,600. Congrats Gary!
- Events Committee Report
 - Held a pie eating contest and dessert competition at Harvest Festival this year to get more business involvement. Apple Valley Foods donated pies for the pie eating competition, and then Genevieve dropped 15 pies off at the two soup kitchens in Kentville. The dessert competition had two winners – one for most aligned with the theme and one for best dessert. It got some traction, and we received feedback that people were buying pumpkin treats in restaurants and cafes that week.
- Multicultural Festival took place October 21st.
 - It was rainy in the morning, but the rain stopped for the festival. Lots of people attended – although not as many as 2019.



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- Lots of positive feedback so far.
- About a quarter of our vendors didn't end up coming, but it didn't seem to put a damper on the event.
- One of the KBC tents broke – we will need to order a new one in next year's budget.
- Thank you to Paul and Andrew for your help with set-up and teardown and Darryl for organizing volunteers. Also a big thank you to Lindsay for pulling through during the tough bits.
- Holly Days Festival schedule is now being finalized.
- Liaison Committee Report
 - Block Party November 8th 4:30pm – 6:30pm in the new Tides Gallery location.
 - Looking for a new Chair for this committee now that Liz had to resign.

Executive Director Report

- Presented for the Kentville Rotary at their monthly meeting on October 23rd.
- Attended the Business Supports gathering for Small Business Week at the Business Hub on October 18th.
- Presented for the Planners Association Conference in Kentville on October 17th.
- Attended a Mentoring Plus gathering on behalf of KBC on September 29th.
- Attended the KentvilleTalks meeting on Active Transportation on October 5th.
- Scheduled a meeting with the new Police Chief Marty and Lindsay to discuss the 3 hour parking permit, a designated smoking section, and some community concerns.
- Harvest windows wrapped up – the total was \$9,800 for 25 businesses.
 - TOK may be able to help with 'Christmas beautification' since KBC has spent it's seasonal décor budget.
- Working on the extended hours ad campaign for November/December. Businesses are extremely slow to get back to us about whether they are participating. Takes a personal email or phone call to get an answer.

Old Business

- 3-hour parking permit proposal update: postponed until Genevieve and Lindsay meet with Marty.

New Business

- Julie Ogilvie expressed interest in taking on the role of Secretary for the board.

Meeting Closing

- Comments & Announcements
 - Julie is looking for an entrepreneur who could be available for a 12 week program from April – June, 9 hours a week. She may ask KBC to put this in a later newsletter.
- Next meeting date



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- Wednesday, November 15th 4pm – 6pm.
- Adjournment – Gary Morse moved to adjourn at 5:55pm.