



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wednesday February 21, 2024

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, Carrie May, Lindsay Young (telephone)

Regrets: Cate Savage, Darryl Pike

Guest: Juli MacHattie

Meeting Opening

- Call to order – Andrew White called the meeting to order at 4:05pm.
- Approval of Agenda – Paul Dixon moved, and Gary Morse seconded the motion to approve the agenda. Motion carried.
- Approval of January 17, 2024 Board Meeting Minutes – Gary Morse moved, and Christina Coughlan seconded. Motion carried.
- Business Arising from Minutes: none.

President's Report

- Andrew White asked if anyone would nominate Juli MacHattie to become a board member for the KBC
 - Christina Coughlan made the motion to nominate Julie MacHattie as a board member. Gary Morse seconded the motion. The Motion passed unanimously.
- Personnel changes:
 - Doug will be resigning from the board as of March 31, 2024 at the end of his contract.
 - Discussions happened between the admin to see if there was a way we could keep Genevieve on board as ED.
 - A revised version of the job description for the Executive Director was presented for review and approval by the board. A vote will be taken with the presentation of the budget.

Committee Reports:

Treasurer Report

- Gary presented statements



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- Significant changes in the proposed budget include money budgeted for the Multicultural festival (a decrease here)
- One area that was identified as an area we believe we could look to increase in the next year would be the sponsorship money.
- We're not forecasting to use as much of our reserves as we were planning to use last year.
- Another significant change to the budget is the ED Budget. Annually going forward it will be \$62,500, but in this fiscal year, it'll be \$57,600 since Genevieve will be taking some unpaid vacation time.
- There is also additional money set aside for the Communications role to be added to (at a rate of \$23/hour)
- Swag ideas to replace the We Are Kentville Bags: temporary tattoos or trucker hats with hashtag logo on them
- What would these changes mean for our cash earnings:
 - Retained earnings of \$140,150
 - Fixed assets (parking lot) \$75,476
 - Cash reserves of \$64,674 remaining.
 - We expect to use \$33,3200 of it this year and \$27,000 in the next year
 - At the end of March 2025, we'll be at \$4,500 in the reserves. (essentially depleted.)
 - We reached out to the town of Kentville to ask about funding for future years. We'll have to wait longer to find out if that can be accommodated.
- Genevieve, Doug & Lindsay stepped out of the room to let the board discuss the recommendations.
- Gary Morse made a motion to approve the new ED job description as a full-time position, Paul Dixon seconded. Motion passed.
- Gary Morse made a motion to approve the new Communications & Event Coordinator job description for a half-time position, Carrie May seconded. Motion passed.
- Gary Morse made a motion to engage Genevieve Hearn as full-time Executive Director, Christina Coughlan seconded. Motion carried
- Gary Morse made a motion to approve a 24/25 budget as presented, seconded by Carrie May. Motion carried.
- Carrie is resigning from her position on the board as of April 30, 2024. Darryl Pike will take over chair of the Façade Committee. The board wishes to thank Carrie for all of the work she's done, and the many years of commitment she has made to the KBC. She will be missed.

Façade Program Committee Report

- The sign got approved for Bridge Beauty
- We've started advertising for the Façade Program for next year.



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- Taco Centric will be moving into the Sable building and the facade project that's approved for that building will go through in the spring.

Promotions Committee Report

- The Promotions Committee will be planning another meeting soon.
- We've extended a contract to Purple Lilac Media to remake the KBC website that has been accepted. We anticipate it to be completed by the beginning of April.
- Doug is creating a document for Genevieve to pass on information about his role after his departure.

Events Committee Report

- Fire & Ice:
 - Fire & Ice was a great success. We had snow! Well attended with the exception of Friday evening's concert.
 - Music was piloted in 3 locations:
 - Anglican church - Zach Millar & Jessie Potter - 30 people showed up, and it's a large venue, so we think we'll continue in small venues.
 - Public Skate - disco
 - Library - tea & tunes - 40 people came
 - Great weather. Only the fat bike ride needed to postpone.
 - Not sure if it translated to sales – but there seemed to be a lot of people around town and we feel good about the overall impact that it's making on community perception.
- Mural Festival – scheduled for July 20th
- Multicultural Festival – scheduled for August 24th (Sep 14 as a rain date)
 - MOU was sent out for review to the board.
 - Gary Morse put forward a motion to approve the Miranda of Understanding with the Multicultural Festival which will cover the period of April 1, 2024 - March 31 2027, Christina Coughlan seconded. Motion carried.
- Apple Blossom – will ask Promotions Committee if they want to run a market on the Sunday or Friday in conjunction with a shopping party. Genevieve won't be here.
- Currently writing grants for Mural Festival and Multicultural Festival.

Connections Committee Report

- The next meeting will be held on Monday Feb 26 at 3pm.



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- Carrie presented a map of Kentville so that we can decide how we will segment areas where the committee members will be responsible to visit the business owners.
 - We also need to establish what geographical area we service and some language around how we distinguish who we serve and who we don't.
 - [Kentville zoning Map: C1](#) is our jurisdiction.

Executive Director Report

- Attended a BID zoom meeting with Maddi Adams, Senior Policy Analyst with the NS Accessibility Directorate.
 - Once the Built Environment Accessibility Standard Regulations are enacted, they become law. It is proposed that these regulations would become effective in 2026. This would allow time for organizations to become aware of the new requirements and to incorporate the requirements into their plans and budgets for infrastructure.
 - Only for new developments or redevelopments.
- Attended the public meeting about the pallet village.
- Bad Eyes Gallery is closing. Exit interview scheduled for tomorrow.
- Sable Shortbread is moving to Windsor. Taco restaurant moving into their space.
- Eco-friendly shopping video set to come out for Earth Day.
- Met with Kori at Home Show – would like support from KBC
- Downtowns Atlantic Conference date has been announced. I won't be here for it – would someone like to go in my place? Moncton May 22 – 24.
- Noticing that some restaurants and cafes are dealing with more indoor loitering this winter. Some of them have had to implement new policies about time limits.
 - Businesses do not want to report this activity to the police, because they don't want to criminalize homelessness.
 - Should I be bringing these observations to the police?

New Business:

- Lindsay noted: Town council has endorsed to create a job description for a Director of planning who will be an LLP.

Old Business

- None

Meeting Closing

- Comments & Announcements:
 - Genevieve will be away from May 4 - May 31, 2024
- Next meeting date
 - Wednesday, March 20th



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- Adjournment – Julie motioned to adjourn at 6:04pm.