



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wednesday March 20, 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, Cait Savage, Darryl Pike, Juli MacHattie

Regrets: Lindsay Young

Meeting Opening

- Call to order – Andrew White called the meeting to order at 4:03pm.
- Approval of Agenda – Darryl Pike moved, and Paul Dixon seconded the motion to approve the agenda. Motion carried.
- Approval of February 21, 2024 Board Meeting Minutes – Gary Morse moved, and Julie Ogilvie seconded. Motion carried.
- Business Arising from Minutes: none.

President's Report

- Andrew White noted that Julie Ogilvie did a wonderful job of taking the minutes from the last meeting.
- Board member recruitment Bret Bashaw (Sugar House Ceramics), Reed (Light Touch Laser) have both shown interest
 - Andrew will meet with them both to assess interest ahead of the next meeting
 - We discussed the importance of selecting committee members:
 - ideal number of people for the board be approx. 8+President
 - Diversity in business background, skill sets, backgrounds is preferred.
 - Should be willing to sit on a committee
 - They should read our strategic plan.
- Paul Dixon and Andrew White met to discuss the job posting for the new Executive Director and presented a draft job posting to the board for discussion.
 - Where to post the position:
 - Indeed has been used in the past. We would need a budget of \$300 to ensure the posting gets attention.
 - Look for a check box indicating “Do you need sponsorship to work in the country” to ensure that anyone applying from overseas will be instantly rejected.
 - Could we get benefits for our ED through the town of Kentville plan? Lindsay has been investigating and confirms that it is possible that benefits could be offered through the town. She will follow up with the CAO for confirmation.



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- o The Hiring committee will consist of Andrew White, Paul Dixon, Darryl Pike & Julie Ogilvie.
- o Carrie May made note of an edit to the draft posting to edit the word “Advocating” and replace it with “Champion the collective interest of the business community”
- o Update salary to 50-65k
- o Plan is to post the posting asap. Closing April 12.
- o Paul will weed out the resumes that are submitted so the committee can look at the top candidates. And then interviews will be conducted by the committee.
- o The successful candidate will be presented to the board for an approving vote.
- o Paul Dixon made a motion to approve the draft job posting Carrie May seconded, motion passed.
- Andrew thanked the board members for being present at the town hall meeting on Mar 11, 2024 , and congratulated Genevieve on a wonderful presentation.

Committee Reports:

Treasurer Report

- Gary Morse updated the board to signal that we are on track to hit our financial projections.
 - o We’re taking \$29,300 out of our reserves, which is slightly less than the projected amount.
- Carrie May made a motion to change the labeling on our budget line: “Meals & Entertainment” to “Volunteer Appreciation”. Gary Morse moved, Paul Dixon seconded, motion passed. Gary will make the edit.

Façade Program Committee Report

- Carrie May has been working on creating a Year in Review document that will be presented to the board before the next meeting.
- Carrie will remain chair of this committee until the end of April, at which point, Darryl will become the chair.

Promotions Committee Report

- The next committee meeting will be held on Monday, Mar 25, 2024
- There’s a group chat that we’ve been added to on Instagram called Kentville Business Chat that was started by another business and we were added.
 - o They’re starting to come up with promotions and are starting to have communications over email.
 - o Julie Ogilvie recommended that we leave the chat and that if they want us to share, they can use the hashtag #wearekentville the same way they would share something else.



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- We can recommend that they bring it to the Promotions Committee if they want KBC to take action on it.
- The new website is being worked on presently.
- Doug recommends that we get very specific about the boundaries that the new person in his role will face.
 - We need to update the social media strategy so that we can refer upset businesses to if they wonder why we're doing what we're doing. Outline the process that if you use the hashtag, we will reshare you.
- We will make a post about the new positions and we will also make one saying please have patience with us if we don't share as frequently.
- Accessibility Pavilion - we need to promote this more to get people to register.

Events Committee Report

- The Multicultural committee has started meeting again in preparation for next year's event.
- The Mural committee is meeting again on Monday.
- Vulgar graffiti has been made around town. We hope that it will be removed and will reach out to the building owner to see if they want a mural to hopefully prevent further graffiti.
- Apple Blossom – Krista & Rachael have proposed to run a kids vendor market (aged 15-21) on the Sunday in conjunction with a shopping party.
 - We have the flower wall with the tag sign that we will put up for that.

Connections Committee Report

- We are holding our Migler tomorrow evening from 4:30-6:30 at the Valley Hub
 - Movie theme with popcorn
 - Julie has an icebreaker to get the night started

Executive Director Report

- The outdoor Shopping Directory was just updated, but it's already out of date. Will put in kiosks around town, but may need to purchase them again in the summer.
 - Lindsay says that the town will fund the reprint.
- Printing the 'What's Happening' signage to put around town
 - Valley Events page that shows them all of the events happening in Kentville.
 - We're working to educate business owners to add their event to Valley Events in order for their event to be viewed.
- Exit interview with Bad Eyes
 - Satisfied with KBC. Liked knowing that there is an entity who would advocate on their behalf. Found the networking event and facade program helpful



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- Felt that Kentville has a long way to go to reach its potential. There needs to be an energy in the town that isn't present. Was surprised how dead it is during the summer. Would like to see tourist brochures or some sort of attempt to capitalize on tourism. What is Kentville's identity and how can it be marketed? Inspired by the story of Annapolis Royal.
- Little Shop Big Treasures has announced that they are leaving.
 - Trying to schedule an exit interview
- What's Happening poster & kiosk banner that we will put around town to view the
- Highway signage:
 - The bylaws have changed and the signage program is under review, so there is a pause on doing new signage. We're looking for a long, vertical blue sign that highlights places around town. The cost is \$12,100 for each business/org on the sign. Max 4 businesses.
 - May be an opportunity for KBC/Town of Kentville to sponsor a signage program. Can the KBC apply to get the permit on behalf of our businesses so we could set up a program to match investments to help get our businesses on the sign? It seems that we could potentially make that work.
The businesses on the sign have to be listed on Tourism NS. (has to be an attraction). Can't just be a retail location.
 - What about trailblazer signs? Trailblazer signs must be part of the highway signage program. You have to be on the big highway sign in order to be on the trailblazer signs.
 - This seems like a big project to start considering Genevieve will be leaving her position soon, so it will be paused and left for the new ED.
- Taco Centric - hoping to open in June.
 - Dan Casey (owner) Would like to run a food truck during Apple Blossom – looking for a food truck to borrow for this.
- Genevieve attended the Inclusivity and Accessibility Action Plan launch
 - KBC can be involved in their action items and they have been told to bring them to us when they're ready for some help.
 - Included a Goal about Improving Accessibility in the Business Community as well as Accessibility in the Built Environment.
- April 3 - Accessibility workshop invitation has gone out. No one has signed up yet, but we will keep promoting it as we anticipate people will sign up as it gets closer to the date.
- Grants:
 - Applied for Community Events & Festivals grant for the Mural Festival through
 - Department of Communities, Culture, Tourism & Heritage
 - Applied for County of Kings Community Event grant for Multicultural Festival
 - Applying for the Diverse Community Capacity grant through Department of
 - Communities, Culture, Tourism & Heritage for Multicultural Festival



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Andrew left the meeting and passed the chair to VP, Christina Coughlan.

New Business:

- None

Old Business

- None

Meeting Closing

- Comments & Announcements:
 - Lindsay noted: Town council has posted the job description for a Director of Planning & Development (LLP) and we are encouraged to share the posting. They are hopeful to find the right candidate.
 - Devil's Half Acre is heavy into the planning and excited about the progress being made.
 - Sidewalkless sale ideas should be revisited by the Promotions Committee for this spring's sidewalk projects.
 - Josée from Circulate is interested in bringing a portable sauna to Kentville. Would we want her to come and present her business to the board? Carrie mentioned that we should open the spot up on a regular basis to allow businesses to come in who are interested in presenting to the board.
- Next meeting date
 - Wednesday, April 17th, 2024
- Adjournment – Christina motioned to adjourn at 5:54pm.