



KBC Board of Directors Meeting

Wednesday April 17, 2024
Board Room at 401 Main Street
4:00pm – 6:00pm

Minutes

Present: Andrew White, Genevieve Allen Hearn, Julie Ogilvie, Christina Coughlan, Paul Dixon, Carrie May, Darryl Pike, Juli MacHattie, Lindsay Young

Regrets: Cait Savage, Gary Morse

Guest: Brett Bashaw

Meeting Opening

- Call to order – Andrew White called the meeting to order at 4:06pm.
- Approval of Agenda – Paul Dixon moved, and Christina Coughlan seconded the motion to approve the agenda. Motion carried.
- Approval of March 20, 2024 Board Meeting Minutes – Daryl Pike moved, and Christina Coughlan seconded. Motion carried.
- Business Arising from Minutes: none.

President's Report

- Welcome to Brett Bashaw!
 - Everyone introduced themselves to Brett and Brett told us more about himself.
- We held an exec meeting last week to finalize details for Genevieve's departure and arrangements have been made for credit/debit cards to be given to the exec and the Recognized Agent on our Registry of Joint Stocks has been changed into Julie Ogilvie's name.
- Hiring update:
 - 3 solid candidates that we are interviewing for the position of ED.
 - We made a short list and sent them 3 questions that they could prepare for and then there is a list of 10 additional questions that we will use as needed.
 - The interviews will be completed by Friday, **Apr 19, 2024** and we are hoping to have a successful candidate from these interviews.
 - This board will need to sign off on making a job offer, so there may be an emergency board meeting held in order to officialize that offer.
 - The goal will be to have the candidate start as soon as possible.
 - Genevieve has put together a document that can be used for training, and has offered to come back for 1 day to help onboard the new ED.



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- We have decided that we should have an office space for the new ED within Kentville and Paul has offered an office space within 401 Main Street that can be used.
 - We may need some new office furniture to put in the office.
 - Andrew will meet with them both to assess interest ahead of the next meeting
- We have decided to hold the AGM on June 19. Genevieve is preparing the agenda and documents. This will be a great opportunity to introduce the new ED.
- Juli suggested that we use WhatsApp for ongoing communication within the KBC instead of sending so many emails
 - It was agreed that we would continue to send new business through email and then we will use WhatsApp for going back and forth between ideas and committee members.

Committee Reports:

Treasurer Report

- Gary was not present, but had passed on that we have a small surplus based on staff shortages. The topic was tabled for later discussion.

Façade Program Committee Report

- Carrie May presented as chair for the last time for this committee. Daryl will take over the chair position going forward.
- The Year in Review document is still being compiled and will be presented by Daryl when it is ready.
- Genevieve has information on which contracts are outstanding and what we need to plan for this year.

Promotions Committee Report

- The next committee meeting will be held on April 30.
- Spring Promotion Idea - Spring into Kentville - April 15 - 21
 - Win a Spring Basket (value over 900) with \$100 KBC dollars
- Youth Market for Apple Blossom - Sunday Jun 2, 2024
 - Being run by Wholesum Refillery. KBC will help promote.
- The new website is being worked on presently.
- Window stickers were created to inform shoppers which locations accept KBC dollars, and have been distributed.

Events Committee Report



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- The Multicultural has their own committee/email/bank accounts and is separating totally from KBC logistically but the new ED will have the option to decide how involved they would like to be.
 - Moving forward, the new ED can forward emails to kentvillemulticulturalfestival@gmail.com.
- The Mural Festival
 - Mural Festival has five potential walls secured, and has a Call for Artists out. Only two applications so far, but the deadline isn't until June 3rd.
 - Looking for sponsorships

Connections Committee Report

- The event was held on March 21 and we had a pretty good turn out
- The next event will be held when the weather is warmer. More details to come.
 - Carrie May mentioned that hand-passing the invites made a really big difference and should be repeated for future events.
- The connections committee will work with the new ED to introduce them to the business.

Executive Director Report

- Genevieve went over some organizational housekeeping:
 - Renewed registration with Registry of Joint Stocks (end of year is March 31st)
 - We have two accounts:
 - A Nonprofit account under Kentville Development Corporation Ltd.
 - A business name account under Kentville Business Community
 - Recognized Agent is now Julie Ogilvie
 - MBF Accounting handles our end of year financial statements.
 - They received our credit card and bank account statements and are working on our end-of-year financial statements.
 - We get a group insurance rate under Volunteer Canada
 - Volunteer Canada membership went from \$150 to \$250
 - We are insured through BMS under the Volunteer Canada Group program
 - Insurance covers Director's/Officer's Liability & Commercial General Liability for a Nonprofit, as well as Event Insurance
 - We are a member of the Downtowns Atlantic Canada
 - \$200 membership fee
 - Invited to BID monthly meetings and to DAC annual conference
 - We are a member of the Annapolis Valley Chamber of Commerce
 - They invoice end of April and it was \$145+tax last year
 - Would we rather a member or be a sponsor for an event?

Exit Interviews:



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- Little Shop Big Treasures was contacted for an exit interview and has not responded.
- AG Apparel has left (yellow building behind Bad Eyes.) They moved their space to Wolfville (as they live there as well.) They have been contacted for an exit interview and have not responded.

Welcomes:

- Welcomed Tiger's Eye tattoo & a Motorcycle Club to Kentville
 - The Motorcycle Club is being looked into because the proper authorizations have not been given for this kind of business in this space.
- Welcomed Forever After Photography to the Mall with a studio space and small retail space.
- Nova Scotia Realty Group has moved into the old Bad Eyes Gallery space.
- New flower shop coming into the old Tides gallery space.
- Met with Josée from Circulate to discuss potential spaces for her public sauna business.
- We held an Accessibility Lunch & Learn on April 3rd and we have some feedback from the event to share in our newsletter.
- Eco-friendly shopping video is complete - we will use in posts this week with the main boost happening on the 22.
- We have stickers now for the KBC Dollars that businesses can put in their windows to promote that the business accepts them.
- We have some new information for our welcome package to help businesses learn what advertising options are available in the area
- New event calendar that shows the events happening and which ones are ours
- What's happening in Kentville listing is live in the kiosk and being placed around town where people can access the listings in Kentville. We need to encourage businesses to put their event listings on Valley Events.
- Do we want to run the window decorating for Apple Blossom again this year considering our ED will be brand new? Window & decor grant.
 - There is a lot of interest to run it again.
 - This will be a great first project for the new ED and we will get them to tackle this in their first month.
- Dexters will be working on the sidewalk project again this year. It's a challenge to get notice about timing on this project. Lindsay is working on it.

New Business:

- Correspondence from Dave Ritsy about the transfer tax
 - Cait sent in some notes. A discussion was had.
 - It was ultimately decided that we at KBC will not take a public stance, however we will direct anyone who asks toward the options available and to the second reading so that they can individually have their own opinion.



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- We will send someone to the second reading and Genevieve will respond to Dave Ritsie.

Old Business

- None

Meeting Closing

- Comments & Announcements:
- Next meeting date
 - Wednesday, May 15th, 2024
- Adjournment – Daryl Pike motioned to adjourn at 6:08pm.