



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wednesday June 12, 2024

Board Room at 401 Main Street

4:00pm – 6:00pm

Minutes

Present: Andrew White, Jordan Banyan, Julie Ogilvie, Christina Coughlan, Paul Dixon, Gary Morse, Brett Bashaw, Lindsay Young

Joined at 5:00: Darryl Pike

Regrets: Juli MacHattie, Cait Savage,

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 May 15, 2024 Board Meeting Minutes – Julie Ogilvie moved, and Gary Morse seconded. Motion carried.
- Business Arising from Minutes: none.

President's Report

- The Apple Blossom fireworks display was great and we had a ton of people come for it.
 - Mark said they had a great day for business - sold a lot of candles
 - Brett said they also had some good sales that day.

Committee Reports:

Treasurer Report

- No new financial statements
- We've received our first payment from Kenville
- We're trying to get a handle on how the accounting is done within QuickBooks. We're working to consolidate the books into one system. Meeting with the bank on the 18th to resolve some problems with ScotiaBank.

Façade Program Committee Report

- We've got TacoCentric figured out and they are in the works. Total project \$13,449, so we're paying half of that.
- Mindful Therapy on Webster Court - signage
- Bloombox has been approved for their sign too. She needs to get her sign drawn by an engineer, and she can add that to her application since it's part of getting her sign.



Promotions Committee Report

- Youth Market for Apple Blossom - Sunday Jun 2, 2024 - was canceled due to weather.
 - Will be collaborating with the Mom Market on July 13. Applications will open again for that date.
 - Mom market is doing a series of markets in Centre Square - we could support them on socials - let's remind them to tag us.
 - There was no mention of this event on our Instagram.
- Mural Festival July 19-21
 - Set up a table to pass out \$5 KBC bucks for anyone who takes a pic of a mural and tags the town
 - We need help determining the budget
- Multicultural Festival Aug 24 & Back to School promotion
 - Get the businesses to sign up if they want to promote something for back to school so we can help to share the specials on our socials all week. (August newsletter)
 - Let us know how we can promote you.
 - Win what you buy August 23, runs through to the 31st
 - \$250 proposed budget
- We could get a rubber stamp to validate the bucks.
 - Jordan will look at what's in place now and develop a spreadsheet to track.
- Jordan is putting together a press release list to send all of our events/promotions. If you have other names that should be on this list, please let Jordan know:
 - Radio - local & city all within Stingray
 - Valley Events
 - Grapevine
 - The Valley Eye
 - All things Annapolis valley
 - Jordan's city contacts
 - Hants County Pride
 - Annapolis Valley Chamber of Commerce
 - Avon Chamber (Windsor)
- I sent the [Communications Coordinator](#) position to Brett's partner Natasha to see if there was interest there in the role.
 - Feedback: running the Instagram well is a 15 hour a week job in itself, all that other work on top of it isn't really something I'm interested in. And I'd need something closer to \$25 an hour to take it on.



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- Jordan, have you looked at publishing the job description?
- Where should we list the role? LinkedIn, Career Beacon? Facebook Send to TOK.
- The website project - update on timeline.
 - No update on timeline.

Events Committee Report

- Mural Festival
 - Meeting with Empower Events in Halifax to discuss vendors
 - We have 6 spaces + Valley Stove
 - Valley Pride is going to be there.
 - KCA will bring a group of students to do the site cleaning
 - We had 27 applications for mural spaces. There is a jury who is deciding who will win the mandates.
- Multicultural Festival is August 24. Jordan has joined the committee.

Connections Committee Report

- No report this month.

Executive Director Report

- Went to the DAC conference, and came in under budget.
 - Got a better sense of what BIDs do
 - They spoke a lot about marketing and how to promote BIDs when they are not well known among the public.
 - We'll renew our membership with them.
- We'll renew our membership with the AVCC
- DLM Consulting was contacted to ask about strategic planning
 - Andrew White offered that there's a business coach Michelle Pettipas who would do it for \$1000
 - We should ask for an outline of the structure so we can understand what goes into the process and what we can expect to receive in return.
- Parking - Jordan spoke with the people who represent the Hot Spot app for paid parking to see about them coming here.
 - Allows people to buy transit tickets through the app
- Window Decor Grant \$5,250 was spent. 17 businesses total, \$6,750 remaining in the budget.
 - All positive feedback from artists. They asked that for us to get their social handles in the future so we can tag them in our stories/posts
- Annual Report
 - Genevieve sent in the report to Jordan.
 - We will use it for our AGM presentation
 - We have a projector downstairs, we need to confirm that it works. We also need to confirm that Maritime Express has the screen. Lindsay has one if we need it.



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- Andrew and Jordan will get together to discuss the presentation at the AGM.

New Business:

- Julie & Lindsay will meet with Jeff Lawrence (CAO) tomorrow morning so that we can share the feedback and try to impress upon him that we need more notice for the businesses.
 - The businesses want more lead time
 - Town hall upstairs

Old Business

- None

Meeting Closing

- Comments & Announcements:
- Our AGM will be held on June 18, 2024 at Maritime Express, starting at 4:00
- Next meeting date
 - Tuesday, July 16th, 2024
- Jordan's baby is due the first week of July
- Adjournment – Paul Dixon motioned to adjourn at 5:32pm.