



Kentville Business COMMUNITY

KBC Board of Directors Meeting

Wednesday May 15, 2024
Board Room at 401 Main Street
4:00pm – 6:00pm

Minutes

Present: Andrew White, Jordan Banyan, Julie Ogilvie, Christina Coughlan, Paul Dixon, Darryl Pike, Juli MacHattie, Cait Savage, Gary Morse, Brett Bashaw

Regrets: Lindsay Young

Meeting Opening

- Call to order – Andrew White called the meeting to order at 4:12pm.
- Approval of Agenda – Gary Morse moved, and Christina Coughlan seconded the motion to approve the agenda. Motion carried.
- Approval of April 17, 2024 Board Meeting Minutes – Julie Ogilvie moved, and Daryl Pike seconded. Motion carried.
- Business Arising from Minutes: none.

President's Report

- Welcome to Jordan!
 - Everyone introduced themselves to Jordan and vice versa
- Gary Morse made a motion to nominate Brett Bashaw as a board member with the KBC. Julie seconded. Motion carried.

Committee Reports:

Treasurer Report

- Gary passed out [financial reports](#) from MBF
 - The revenues aren't as broken down as we do on a regular basis, but an overview is provided.
 - These are our official final statements for the year.
 - Ryan prepares our financial statements, and MBF prepares this statement, but they do not line up consistently, so Gary is leading the plan to make those two reports more congruent.
 - We anticipated spending \$33,000 more than what we were going to make, but we ended the year with only a \$15,758 spend from the reserves, so we ended the year in a better place than anticipated.
 - One of the reasons for this is that we did not actually spend all of the money that has been promised for the facade program. (But it is going to



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be spent.) So, Gary would also like to speak to the accountants about properly accounting for that amount in future reports, since this money will be spent, and now it will be coming out of next year's budget.

- We are aware that if we keep going ahead spending the amount we are spending, we will eventually run out of money. So we need some new plans for how to make revenue.
- Gary Morse made a motion that we accept the statements from MBF. Christina seconded. Motion carried.

Façade Program Committee Report

- Paul Dixon has been a huge supporter of this committee and helping Daryl to understand how the program works and Daryl would like to acknowledge his help.
- There was one application that was turned down for approval. There are no other applications waiting for review currently.
- Going forward: we have a good process in place that Daryl and Paul will continue to review as decisions are needed.
- Paul came up with some edits that need to be made on the website and to policy updates and Paul is in process updating the document.

Promotions Committee Report

- The next committee meeting will be held on April 30.
- Brett is going to talk to Natasha about potentially applying for the [Communications Coordinator](#) position.
- 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

- No committee at this time. Jordan will look into what volunteers are on this committee

Connections Committee Report

- AGM coming up in June 18, 2024
- Let's tie in a social element to the AGM
- We'll take another group photo - so be ready.

Executive Director Report

- What happens at the AGM:
 - We give a presentation of what's happened over the year.



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- Each committee gives an overview of what's happened and what's in the plans for next year.
- We can use the presentation / video that Genevieve showed at the council meeting
- Jordan went and checked out the AGM location
- Andrew will organize another cake
- The Evergreen Festival (August) would like some Kentville businesses to come and be a vendor during the festival.
- Jordan is looking at potential partnerships with other organizations to collaborate with.
- It was recommended that Jordan meet with the Valley Ren, the Chamber of Commerce, etc, to start familiarizing himself with the leaders in the town.

New Business:

- We want to get a plan started for our Strategic Plan.
- We should devote some time at our next meeting to determining what it is we want to accomplish in order to set up the process for a strategic plan. We should have 20-30 minutes for discussion.
 - Who do we want to lead the discussion?
 - Who do we know who could help us with this?
 - What's our budget?
 - Our recommendations for the business community and what development we want to see.
- Our last one was done 5-7 years ago.
- Our next event is the mural festival. Jordan will investigate the files that are available and get back to the board about what help is needed to make sure that will be a success.
- The deed transfer tax has passed in Kentville.
- Gary Morse made a motion to approve funding for Jordan Banyan to attend the the downtown Atlantic Conference up to a total of \$850, Christina Coughlan seconded. Motion passed.
- Signing authority is being scheduled for the end of the month.
- Work out a schedule for our meetings over the summer.

Old Business

- None

Meeting Closing

- Comments & Announcements:
- Our AGM will be held on June 18, 2024
- Next meeting date
 - Wednesday, June 12th, 2024



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- Adjournment – Andrew White motioned to adjourn at 5:46pm.