

**Minutes**  
**Kentville Community Development Committee**  
**Kentville Council Chambers**  
**April 3, 2007 – 3:00 p.m.**

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**In Attendance:** Dave Corkum, Town of Kentville; Dave Reid, Reid Jewellers; Bruce Roberts, Kelco Consulting; Gary Morse, HomeLife Valley Realty Ltd; Dave Ritcey, Scotiamcleod; Linda Power, Café Central; Betty Ann Balcom, Pulsifer’s Flowers; Gary Cleveland, Cleveland Décor.

**Resource:** Beverly Gentleman, Town of Kentville; Jennifer Weisner, Kings CED Agency; Erin Mason, Kings CED Agency; Mark Phillips, Town of Kentville.

**Regrets:** Eric Bolland, Town of Kentville; Brian Desloges, Sperry & Partners; Erin Beaudin, Kings CED Agency, Darlene Keeney, House of Hair.

1. **Call to Order:** Mayor Corkum called the meeting to order at 3:07 p.m.
2. **Approval of Agenda:** Corkum added item a “Window Fronts”, Balcom added item b “Uniform Signage around Town” and Reid added item c “Tan Building” to Additional Business (item 10).  
*Reid moved to approve the agenda as amended, seconded by Power.*                   **Motion Carried.**
3. **Welcome and Introductions:** Corkum welcomed Balcom to the committee.
4. **Approval of Minutes: March 6, 2007:**  
*Morse moved to approve the minutes of March 6, 2007, seconded by Roberts.*                   **Motion Carried.**
5. **CP Lands Updates – Corkum:** Corkum gave a quick CP Lands update to the committee. He noted that a developer has shown interest in developing the whole parcel of land and is aware of the committee’s guiding principles. He noted that as far as he knows, the KEED development is still moving ahead. Corkum also noted that the roundhouse has been investigated and noted that the building will likely be torn down (not financially sustainable, environmental concerns). Corkum noted that the Town is encouraging the new library to build there, perhaps as a replica of the old train station or former roundhouse. Corkum noted that the guiding principles put forward by this committee have been accepted by Council. He will continue to update the committee about CP Lands issues.
6. **Kings CED Website – Mason and Weisner:** Mason and Weisner demonstrated the KCDC Project section of the Kings CED Agency’s website ([www.kingsced.ns.ca](http://www.kingsced.ns.ca)). Mason noted that the Kings CED Agency’s website has a login area feature. Weisner noted that all Agency committee’s are utilizing this feature for members to login and access any pertinent documents (i.e. minutes, agendas, etc.). Mason suggested that this committee utilize this feature as well. It was decided that KCDC shall have a login area on the Agency’s website. Weisner will create this section and send the link and username and passwords to all committee members.
7. **Business Showcase & Luncheon – Erin Mason:**
  - a. **Pictures:** Mason showed Showcase pictures to the committee.

- b. **Feedback Analysis:** Mason noted that attendees were asked to fill out comment cards to collect feedback for the event. Overall, food, venue and speakers received excellent comments. 67% of those who filled out comment cards gave the showcase an excellent rating.
- c. **Comments:** Mason asked committee members about their response to the showcase and ideas for potential next events. Corkum noted a job well done. Reid noted that Mason could hold another event in the fall. Mason noted that she is planning to hold another event in June, but perhaps with a larger educational component with workshops for the businesses.

## 8. Progress Update and Upcoming Events – Erin Mason

- a. **Develop promotional material, programs and initiatives for downtown:** Mason noted that the ad for the South West Nova Business Forecast is completed, banners for the Town are also completed and the Town’s Newsletter will be published in May. Mason noted that she is now brainstorming additional promotional materials, for example: Kentville tear-off map (for VIC), day trip itinerary and walking guide for downtown.
- b. **Programs & Events:** Mason noted that the Apple Blossom Farm Market is confirmed for June 2<sup>nd</sup> in Centre Square and invitations will be going out to vendors as soon as permits are secured. She noted that this farm market could be a catalyst for future farm markets (like Wolfville). Mason also noted that she is looking into other future workshops (marketing, managerial, healthy workplace, etc.).
- c. **Foster a collaborative and customer friendly environment:** Mason noted that with the completion of the Showcase and Luncheon, the next business event will take place in June and will likely be a series of workshop opportunities. The Town’s Newsletter will be completed soon and will be published twice yearly in April and September. Service First Training will be held on April 11<sup>th</sup> and other training opportunities will be pursued.
- d. **CP Lands:** Mason noted that she will be working on the Town’s website to use the website for CP Lands updates and information.
- e. **Beautification:** Mason noted that she needs some tangible ideas for this strategy. Balcom suggested working with NSCC students to take care of baskets around town (to create more green areas in the town). Phillips noted that NSCC students grow the flowers for the planters in their greenhouses and bring them back to the town before Apple Blossom. Phillips also noted that the Communities in Bloom Program encourages beautification in communities. Corkum and Phillips will speak with the principal of NSCC to see if connections can be made between the Town and NSCC.

Ritcey noted that the committee should be challenging Mason to take on another of the seven strategies. He noted that perhaps business attraction could be the next strategy that Mason takes on. Morse noted that the committee should also think about going further in terms of developing its strategic plan for the Town and this should provide a basis for what Mason will work on next. This will be discussed at the next committee meeting.

## 9. Spring Meeting Schedule – Mason:

- a. Next meeting: May 15 – 3:00 – 5:00 p.m.

- b. Second meeting: June 12 – 3:00 – 5:00 p.m.

**10. Additional Business:**

- a. **Window Fronts – Corkum:** Corkum noted that he was approached by someone who wanted to help businesses in Kentville create nicer window displays. Corkum noted that these businesses could be approached potentially by Mason through a business initiative, competition or through Communities in Bloom. Balcom also invited her services to other businesses to help with window displays. It was suggested that a workshop be put on with ideas for store front displays. All committee members were asked to give thought to this for further discussion at the next meeting.

*4:33 p.m. – Ritcey exits the meeting.*

- b. **Uniform Signage – Balcom:** Balcom noted that there is signage all over the place. She noted that a better face for the town would be created if there were policies in place for signage in the Town. Gentleman noted that façade improvements are part of Communities in Bloom program. Corkum suggested a recommendation on how to make the downtown more beautiful go to Council (incentive program?) and become part of KCDC’s strategy.
- c. **Tan Building – Reid:** Reid noted, as a thought, that a potential VIC, library, art gallery or incubator for small retail could be located in the Tan Building. Gentleman noted that currently, the Tan property is closed because of flooding. Corkum noted that Council is well aware of this situation, but continues to encourage its development. Morse noted that he will find out if Tan would be willing to sell the property and go from there.

**11. Next Meeting:** The next KCDC meeting will take place on May 15, 2007 from 3:00 p.m. – 5:00 p.m. at Town Hall Council Chambers.

**12. Adjournment:** The meeting was adjourned at 4:51 p.m.

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Recording Secretary  
*Jennifer Weisner*