

Minutes
Kentville Community Development Committee
Kentville Council Chambers
Tuesday March 18, 2008

In Attendance: Mayor Dave Corkum
Community Development Coordinator Erin Mason
Director of Parks and Recreation Mark Phillips
Committee Member Betty-Ann Balcom
Committee Member Bruce Beaton
Committee Member Brian Desloges
Committee Member Frank MacFarlane
Committee Member Gary Cleveland

Recording Secretary Lindsay Young

Regrets: Committee Member Jennifer Weisner
Councilor Eric Bolland
Committee Member Gary Morse
Committee Member Linda Power

Absent: Dave Ritcey

1. Call to Order: Mayor Corkum called the meeting to order at 7:02 p.m.

2. Approval of the Agenda:

IT WAS MOVED by Committee Member Desloges and SECONDED by Committee Member Beaton to approve the Agenda as circulated.

Motion Carried

3. Approval of the Minutes: November 20th, 2007

IT WAS MOVED by Committee Member Desloges and SECONDED by Committee Member Balcom to approve the minutes of November 20th, 2007 with no errors or omissions.

Motion Carried

4. New Business:

- i) **Licence Plates** –Chairman Corkum opened the floor to discussion about the possible sale of numbered licence plates as a promotional item for Kentville. It was the general consensus of the Committee that the licence plates are a good idea, and that it would be

appropriate to tie the design of the licence plates to the re-branding strategy if it happens.

IT WAS MOVED by Committee Member Balcom and SECONDED by Committee Member Beaton that Erin investigate the issue further.

Motion Carried

ii) **Kentville Showcase-** Community development Coordinator Mason talked about the Kentville Business showcase. Things will be similar to what took place last year with more movement toward incorporating the re-branding “brand discovery” process. Intentions are that the business showcase will be more of a consultation or public meeting. Development continues, there has been no date set.

iii) **Additional Summer Events** –Community Development Coordinator Mason reported on some ideas for Summer Events in Centre Square. She suggested a family oriented event showing movies on a consistent night throughout the summer in centre square. She also noted that it could be done at a low cost, and would be fairly easy to execute.

Coordinator Mason has also been in touch with Centre Stage Theatre regarding possible performances by the group in centre square that could tie into their summer productions. Chairman Corkum noted that Centre Stage is in the process of fundraising in order to be able to purchase their building, and this could be a good fundraising opportunity for them. Other possible summer events discussed by the Committee included Art Festivals and Auto Shows.

iv) **Pumpkin People Book** – Director Phillips reported on the status of the Pumpkin People Book being written by Ron and Sandra Lightburn. The book will be ready for sale in September or October. Director Phillips will be meeting with Mr. Lightburn on Wednesday March 19th to discuss strategies for promotion and how Kentville can assist with the launch of the book.

Further conversation by the committee involved ideas for the promotion of the book and included a book signing during the Harvest Festival and reading programs in schools or through the library that may use the book.

5. Updates

- i) **Rebranding Recommendation-** Community Development Coordinator Mason presented for the Committee's information her recommendation for the re-branding of Kentville. Coordinator Mason recommended to the Committee that the Town employ the services of a professional company or firm for this project with herself acting as an available resource for the firm. She also recommended that the Committee become more familiar with the process, to ensure that it is done successfully. Coordinator Mason's recommendation also suggested that the Committee find out from residents who Kentville is as a community, how residents see themselves and how they want others to see them. Coordinator Mason ended by saying that the process of re-branding is a very large undertaking financially, as well as being a very time consuming project. She noted that it would take anywhere from 3-6 months for the total process and cost approximately \$20,000. This price would include everything from public consultation to photos, stationery, etc.

Chairman Corkum stated that the Committee is dedicated to the re-branding process, and he agreed with Coordinator Mason's statement that education about the subject is important and valuable, especially for Council.

IT WAS MOVED by Committee Member Balcom and SECONDED by Committee Member Cleveland to send the recommendation that the Committee seek out proposals from three to five companies regarding the re-branding of Kentville to Council.

Note for the record that Committee Member Desloges abstained from voting for conflict of interest.

Motion Carried

- ii) **Farmers Market** – Community Development Coordinator Mason reported about the status of the Farmer's Market for the Committee. She reported that to test and see what kind of interest was out there for a weekend Market an online survey was constructed. 25 people responded and are interested with the majority of interest being in a Saturday morning, Saturday afternoon or Sunday afternoon time slot. 84 % of people surveyed

prefer Sunday afternoon. Ms. Mason also reported however, that the types of people that responded did not make for a balanced market. There was a distinct lack of fresh produce vendors represented could be directly linked to who has e-mail addresses.

Ms. Mason reported also that Wolfville is not interested in doing a weekend Market in Kentville, and additionally will no longer do Wednesdays if Kentville goes ahead with the development of a weekend market. Otherwise, wolfville proposed a budget of \$5500.00 but discussion lead to the idea that it can be done for 4000-4500. Further discussion by the Committee led to the decision to incorporate three or four Sunday markets as part of Kentville's Summer events.

IT WAS MOVED by Committee Member Balcom and SECONDED by Committee Member Cleveland to recommend to Council that \$4000.00 be of the budget be dedicated to the continuation of Wednesday's Market.

Motion Carried

IT WAS MOVED by Committee Member Beaton and SECONDED by Committee Member Balcom that it be recommended to Council to approve an additional \$4000.00 in the budget for the exploration of Sunday markets as part of existing summer events.

Motion Carried

- iii) **Beautification** –Committee Member Balcom stated for the Committee that it has been identified that more than one student will be needed for the intended beautification strategy. Committee Member Balcom suggested the need for someone who is in the business, familiar with the industry and design oriented. She also suggested the need to have someone act as a liason between the town and the instructors who will execute the plan by way of a student lead project. Director Phillips agreed noting the importance of having a staff person to execute the plan. The position would be a new, unionized position.

IT WAS MOVED by Committee Member Balcom and SECONDED by Committee Member Beaton that KCDC support the Parks and Recreation Department in their initiative to hire a trained horticulturalist park attendant with emphasis on landscape design, and further, acknowledges that this position is critical in supporting the "Downtown Beautification" initiatives identified by

KCDC and ongoing operations and Capital projects relating to Green Areas.

Motion Carried

Next Meeting: April 29th, 2008 7:00 p.m.

Adjournment: 8:36 p.m.

Chairperson Mayor Corkum

Recording Secretary Lindsay Young