

AVABF Board of Directors Meeting Minutes

February 6, 2017 – 6:30 pm – ABF Office

“85th ABF: Rooted in Tradition”

Call to Order: 6:30 pm at the ABF Office

In Attendance: Alxys Chamberlain, Linda Keddy, Barb Madic, Heidi Scotney-Kinsman, John Patterson, Katie Godon, Logan Morse, Sarah Griffiths, Steffany Cox-Lingard, Kori Levy & Sandra Thompson.

Absent: Angie Pelton

Minutes of January 26, 2017 Meeting: Sent via email to all board members - all asked to review and confirm if corrections are required. Approval of Jan 26 minutes still pending.

Old Business from January 19, 2017 and January 26, 2017 BOD meetings:

1. **Website Design and Update:** Alxys received an email from a fellow named Scott who would like to assist with improving our website. Work to continue with Sandy with consideration to year end shutdown to fully revamp the website.
2. **Outstanding funds:**
 - 2.1 Department of Culture and Heritage \$5000: The payment may have been made however the bank has not provided Logan with access to the bank account statements as yet. Angie may have access.
 - 2.2 Town of Wolfville \$500 still outstanding: *Action Item: Alxys to follow up with the Town of Wolfville.*
 - 2.3 John needs a copy of document that was sent in from the Dept. of Culture and has contacted them.
 - 2.4 Grants:
 - a. Provincial 150: Kori submitting grant request due date Feb 28th following some minor rework.
 - b. Participation 150: Kori submitting grant proposal on due date Wednesday February 8, 2017 pending information from Katie related to fitness event. Value of grant is \$300 - \$1000.
 - c. Municipality Grants: Kori working on these.
 - 2.5 Sponsorship packages. The website has been updated with the new sponsorship package. Some packages have already been sent to potential sponsors with the rest to be sent by Wednesday February 8, 2017 via email and followed by a phone call. There are over 200 potential sponsors. Alxys will share the list of sponsors for review and consideration to add more. Changes to the sponsorship package include a reduced min fee to \$100 to allow for more small businesses to take part. Each letter sent was personalized. Some sponsors have already confirmed participation. *Action Item: all to provide additional suggestions of sponsors to Alxys following receipt of list.*
3. **Federal Minister attending the 85th ABF.** - John confirmed there is no update, attendance unconfirmed.
4. **NS Premier attending the 85th:** John confirmed request sent without a reply having been received.
5. **Additional Volunteers:**
 - 5.1 Vacant Directors (President, Treasurer, Grand Street Parade, Children’s Parade). The President and Treasurer remain vacant however Alxys is acting as the interim President and Logan is the interim Treasurer.
 - a. Grand Street Parade: Donna Conrad has confirmed they will not be involved; AA Munro may be involved with an update pending; Parade Marshall still unconfirmed. Heidi Scotney-Kinsman will be the Grand Street Parade Director.
 - b. Cultural Director: Sarah Griffiths will be the Cultural Director.
 - c. Children’s Parade: vacant.
 - 5.2 Volunteer Applications: no additional applications received

6. Invoice Payment:

- 6.1 Grant Thornton. - Logan confirmed they were paid.
- 6.2 Go Daddy Internet fee - Payment due February 2017. Logan confirmed this was paid.
- 6.3 Rebecca Corkum Cheque - Bursary cheque of \$100 remains outstanding.

7. Events:

- 7.1 Multicultural Events: update pending, discussions continue with First Nations / War Amps: unable to attend ABF this year due to schedule conflict.
- 7.2 Valley Vines: scheduled for April 29, 2017 as the venue is booked and tickets will be available by end of February / Bulwark Cider: proposal presented however they cannot take part this year however they would like to begin discussions to be involved for 2018. *Action Item: Alxys and Katie to meet with them March 1st*
- 7.3 Tractor Show; update pending
- 7.4 Photo Contest: photos would support souvenir edition. Consideration is being given to an amateur photo contest with the Greenwood Mall putting images on display. *Action Item: Alxys to contact Greenwood Mall.*
- 7.5 Appallicious and NS Fruit Growers volunteers: Katie drafted an appallicious brochure for valley wide circulation to involve numerous restaurants to offer an apple based dessert during first week of May with a possible contest component. Pricing of brochures pending. *Action Item: Katie to follow up with quote to board members via email.*
- 7.6 Valentine's Day Stories. Kori suggested a Valentine's Day contest, asking people to tell the ABF their Apple Blossom Romance Story to be promoted on Facebook. *Action Item: Alxys to post an ad by end of the week and possibly share with media contacts.*
- 7.7 Legacy Room: Kati, Alxys and Katie working on an idea to support the Legacy Room project in keeping with the story written by Gord Downing aimed at reconciliation. Location and date and details pending.
- 7.8 Opening Ceremonies - Annapolis Valley First Nation: Details and decisions pending discussions that Alxys will follow up on with Sarah MacDonald. When confirmed a public announcement will be made.
- 7.9 Grand Pre 150: This event occurs August 10th-14th, 2017. Kori and Alxys made connections with organizer, Andre Gracie to discuss cross promotions to elevate both events. Discussions to continue.
- 7.10 Drum group to be part of ABF but in a unconfirmed manner. / Bhangra Dancers are in high demand and difficult to contact to make arrangements for this years event. / Pipeband suggested by Phyllis via email to Alxys, Barb and Linda.
- 7.11 Paint Night Fundraising Event: ABF would keep \$15 per ticket sold. Locations to be considered such as Fire Halls. Consideration being given to doing a few throughout the valley in April with an apple blossoms theme.
- 7.12 Brew Night: Event scheduled on May 25, 2017 at the Wolfville Farmers Market. Board recommends reducing reimbursement rate of \$1.00 to participants to something that resembles industry standards and fee to patrons of \$25 in advance and \$30 at the door.
- 7.13 Family Fitness event last year had low attendance, consideration being given to a Running event this year. Various locations to be considered and if a decision can be reached by Wednesday Feb 8th Kori can include the location in the Grant proposal. Katie to contact Michelin regarding interest to sponsor the event.
- 7.14 Street Dance: discussion pending
- 7.15 Fireworks: details pending

8. Meeting with Kentville Mayor Snow: Alxys met with Kentville Mayor Snow to discuss ABF.

9. Exclusivity Clause. Alxys moved that implementing an exclusivity clause not be considered, second by Steffany. Vote was held on the question "Those in favor of implementing an exclusivity clause say aye, those

against say nay." All members voted against implementing an exclusivity clause. Motion carried.

10. **Souvenir Edition** via flyer distribution / Valley Harvester: 10,000 copies to be made and distributed to communities that pay booster fee. Cost for purchase is below budgeted amount.
11. **Bios for website** (Linda, Logan, Barb, Heidi, Sarah): all complete
12. **Ending Festival** (to remain on agenda as per Nov 2016 minutes): all agreed no discussion required
13. **Light & Lens and Cease and Desist request:** Logan has not heard back from TMC regarding recommendations.
14. **NSCC Case Study Update:** no updates at this time
15. **Budget Review :** Logan moved to purchase Simply Accounting accounting software for \$200. John seconded the motion. All agreed / no one disagreed. Motion carried. *Action Item: Logan to purchase software and then share budget details with the board via email.*

Reports:

1. President - (Vacant/Alxys acting)
2. Vice President - Alyxs: sent via email Feb 5, 2017
3. Secretary - Linda: prepared agenda, minutes and updated bank with signing officers.
4. Treasurer - Logan: no report provided
5. Events - Katie: sent via email Feb 5, 2017
6. Leadership and Protocol - Angie: Sent Feb 5, 2017
7. Publicity - Alyxa: sent via email Feb 5, 2017
8. Community Liaison - Steffany: sent via email Feb 6, 2017
9. Cultural - Sarah: sent via email Feb 6, 2017
10. Children's Parade :(vacant)
11. Grand Street Parade - Heidi: sent via email Feb 6, 2017
12. Sponsorship - Logan: CRA require the name, address and DOB for each board member. Information collected and provided to Logan. Waiting for access to bank statements. Purchased office supplies. Filed T4 return. Located missing credit card for TD.
13. Tourism - John: n/a no updates since last meeting.

BluePrint Review: Steffany stated many items for January were outstanding. Reminded all to copy and paste their section of the BP into their monthly report.

New Business

1. New Correspondence: Barb shared correspondence as needed.
2. Kentville Business Directory: decided not to have the ABF included.
3. Children's Parade Drone Video: Quote received for \$1200. Kori working with vendor.

Motion to Adjourn made by: Alxyx / Second: Katie. Meeting adjourned at 9:10pm.