

THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATIC AD-HOC ADVISORY COMMITTEE MINUTES
MARCH 5, 2019 AT 7:00 PM

The meeting was held in the Upper Leisure Hall at the Mount Forest & District Sports Complex.

Committee Members Present:

Sherry Burke, Councillor, Chairperson
Marty Young, Lions Member
Raymond Tout, Lions Member
Jayme Hewson, Public Member
Laurie Doney, Public Member
Mayor Lennox
Dan Yake, Councillor

Staff Present:

Tom Bowden, Recreation Services Manager
Mandy Jones, Community Recreation Coordinator
Michelle Stone, Administrative Support

Absent:

Michael Givens, CAO
Jim Andress, Lions Member

CALLING THE MEETING TO ORDER

Chair Burke called the meeting to order at 7:05 pm.

PASSING AND ACCEPTANCE OF AGENDA

RESOLUTION MFA 2019-003

Moved by: Laurie Doney

Seconded by: Jayme Hewson

THAT the agenda for the March 5, 2019 Mount Forest Aquatic Ad-Hoc Advisory Committee meeting be accepted and passed.

Carried

DISCLOSURE OF PECUNIARY INTEREST(S) AND THE GENERAL NATURE THEREOF

No declarations of pecuniary interest were declared.

MINUTES OF PREVIOUS MEETING

The minutes from the January 8, 2019 meeting of the Mount Forest Aquatic Ad-Hoc Advisory Committee of the Township of Wellington North were received by Council at the February 4, 2019 Council Meeting.

ITEMS FOR CONSIDERATION

1. Mount Forest Pool Update

- Location Discussion – The Committee discussed the proposed location taking into consideration the availability and proximity of parking and servicing already in place. Township engineers advised that the Request For Proposal should include a

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TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATIC AD-HOC ADVISORY COMMITTEE MINUTES
MARCH 5, 2019 AT 7:00 PM

geotechnical report, the site servicing locates and topographic information. An alternative location was also discussed by the Committee.

The Request for Proposal is currently in draft at the engineers, with expected completion by end of current week. The RFP will be issued allowing for a forty day response time.

RESOLUTION MFA 2019-004

Moved by: Jayme Hewson

Seconded by: Mayor Lennox

THAT THE Mount Forest Aquatic Ad Hoc Advisory Committee recommend that the Council of the Corporation of the Township of Wellington North approve the location for the new Mount Forest Pool as east of the Mount Forest and District Sports Complex, off Princess Street, as outlined on the attached aerial image.

CARRIED.

2. Fundraising Discussion

- Professional Fundraising Company – Committee discussed the perceived pros and cons of working with a professional fundraising firm and directed staff to obtain further information to present at a later meeting date.
- Review of Marketing Material – Committee reviewed the marketing material presented and made the following suggestions:
 - Poster/Banner
 - Add contact information to the bottom
 - Confirmed the name - Mount Forest Lions Splash Pad
 - Brochure
 - The Committee choose blue as the primary background colour
 - The addition of “Please contact us for pledge options” to the donation form
 - The addition of pool images to the brochure
 - Staff was directed to update the content in the brochure
 - 3D designs
 - The aerial panoramic image was preferred for marketing materials
 - Other Options
 - Include a chart that reflects large donor contributions, with “Build it” at the top, once all funding has been raised
- Update on Fundraising Events
 - Road Toll will be held on May 17th and May 18th, 2019
 - Tribute Concert Featuring Neil Diamond and Johnny and the Gem Tones will be held on April 6th at the Mount Forest and District Sports Complex. Doors open at 7:00pm with the show starting at 8:00pm. Tickets are \$40.00 each, available at Meat The Butcher, Print One, Eventbrite.ca and through Lions Club Members.
 - Light Up The Night

BUSINESS ARISING FROM MNUTES - None

CORRESPONDENCE - None

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TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATIC AD-HOC ADVISORY COMMITTEE MINUTES
MARCH 5, 2019 AT 7:00 PM

REPORTS – None

ROUNDTABLE / COMMENTS

Marty Young, Lions Member – would like to see some promotional material available at the Wellington North Showcase 2019 at the Mount Forest & District Sports Complex on March 25th and March 26th. He also requested a separate fundraising meeting be held.

Mandy Jones, Community Recreation Coordinator – hosted an interview with Chair Burke, Janet Elliot from OpenSpace Solutions and Metroland Media. Following the interview, they reviewed promotional material.

NEXT MEETING

To be determined.

ADJOURNMENT

RESOLUTION MFA 2019-005

Moved by: Jayme Hewson

Seconded by: Laurie Doney

THAT the Mount Forest Aquatic Ad-Hoc Advisory Committee meeting of March 5, 2019 be adjourned at 8:50 pm.

Carried