

THE CORPORATION OF THE  
TOWNSHIP OF WELLINGTON NORTH  
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES  
APRIL 5, 2022 @ 7:00 P.M.  
VIA ELECTRONIC MEETING

001

Committee Members Present:

Sherry Burke, Councillor, Chairperson  
Shelley Weber, Public Member  
Vern Job, Lions Member  
Larissa Lamont, Public Member  
Jessica McFarlane, Public Member  
Ray Tout, Lions Member (7:06pm)  
Laurie Doney, Public Member (7:15pm)

Staff Present:

Mike Givens, Chief Administrative Officer  
Matthew Aston, Director of Operations  
Mandy Jones, Community Recreation Coordinator  
Jessica Turnbull, Administrative Support

**CALLING THE MEETING TO ORDER**

Chair Burke called the meeting to order at 7:01 p.m.

**ADOPTION OF THE AGENDA**

RESOLUTION: MFA 2022-007

Moved: Member Weber

Seconded: Member Job

*THAT the agenda for the April 5, 2022 Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed.*

CARRIED

**DISLCOSURE OF PECUNIARY INTEREST**

No pecuniary interest declared.

**Minutes of Previous Meeting**

Mount Forest Aquatics Ad-Hoc Advisory Committee Meeting of March 1, 2022

RESOLUTION: MFA 2022-008

Moved: Member Lamont

Seconded: Member McFarlane

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the March 1, 2022 committee meeting.

CARRIED

**BUSINESS ARISING FROM THE MINUTES**

**Promotional Items**

Member Lamont stated that the clothing has been ordered and is not certain on the turn around time. Chair Burke requested that an email be circulated as to the expected arrival time of the clothing.

**You've Been Flocked**

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Member McFarlane informed Committee that Marty from Home Hardware has all the plastic birds, but they have not been picked up yet. Member McFarlane reached out to Marcc Apparel, and they have agreed to donate two lawn signs and their design team will put something together; the aim is to have them by the end of April. Additionally, Bill Nelson has agreed to allow their office printer to be used to print out posters for committee to post around town.

Member McFarlane shared the draft poster and fundraiser form.

The Director of Operations asked about the flock insurance, and member McFarlane explained the idea is for someone to pay to ensure they don't have the birds placed on their lawn.

Member Tout asked about a sign going out and being posted to identify the fundraiser and Member McFarlane answered that Marcc Apparel will be making a sign to identify people have been flocked on their lawn with the flamingos. It was suggested that each time someone gets the flamingos on their lawn they should be left with the poster and the fundraiser form, so they know where the flamingos are coming from and what to do next. Member Tout suggested putting a phone number on the sign for participants to call if they have questions. Member McFarlane explained that the hope is for the public to be aware of the event ahead of time through advertising so that committee can have a plan in place and know where the flamingos will be going each date.

Chair Burke stated that Rob Mattice from The River would be able to help promote, and social media could be used in advance so that there is no last-minute rushing. Member McFarlane stated that she has the Wellington Advertiser on her list of who to contact and hopes to drop posters off to local businesses. Member Weber suggested advertising on some of the electronic signs around town.

Member McFarlane recommended the date of the event be either May 2<sup>nd</sup> – May 15<sup>th</sup> or May 30<sup>th</sup> - June 12<sup>th</sup>.

Member McFarlane proposed that the flamingos be put out in the morning and brought back in at night so that they are not stolen.

Member Tout suggested the May 30<sup>th</sup> – June 12<sup>th</sup> dates as the first week of May sometimes has snowstorms and the later dates will have better weather. Member Lamont stated she would be unable to help the May 2 – May 15 dates as she is away and can help with the May 30- June 15 dates. Member Job suggested going with the later as well as the May 2<sup>nd</sup> - May 15 dates have Mothers Day in it as well several Lions Club members will be away.

Member McFarlane is leaning towards \$100 per flock and \$50 for flock insurance. If doing 2 flocks for the 14 days that would total \$4,200 dollars. Member Tout agreed with the \$100 donation as it is an inclusive amount.

Chair Burke suggested Member McFarlane send around the updated schedule with the dates recommended by committee, May 30 - June 15.

RESOLUTION: MFA 2022-009  
Moved: Member Tout

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Seconded: Member Weber

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee set the date for You've Been Flocked for May 30<sup>th</sup>, 2022 to June 13<sup>th</sup>, 2022, priced at \$100.00 per flock and \$50.00 for insurance.

Carried

Chair Burked asked for the committee to be notified when the posters are ready to be picked up and distributed.

The CAO requested clarification of the drop-off location for the donation form detailed on the posters.

Member Tout suggested the drop off location be the Chamber of Commerce or The River as they are central locations. The DOO suggested that the drop off location be at a Township facility such as the Arena or Kenilworth office. Member Tout explained that the Kenilworth office is not an ideal location as not everyone drives or be willing to drive out to the office resulting in less sales.

Chair Burke asked if the bank account will be open by the time of the event and taking donations. The DOO clarified that the account should be open by that time. Member Weber suggested an e-transfer account and the CAO stated that the people still like to pay with cash and cheque.

Member Tout suggested that the drop off location could be at his home address as he is the treasurer.

Member Lamont asked if social media posts need to be sent to Chair Burke prior to posting. Chair Burke clarified that yes, she will need to see and approve of social media posts.

### **Bubbles and Suds**

Chair Burke and Member Weber met with Rob Mattice at the River and discussed the Bubbles and Suds and Moonshine event similar to the one held by the Homecoming Committee. Mr. Mattice has put in an application for \$2,500 to the municipality for grants and fee waivers which will go to the council meeting on April 11<sup>th</sup> for approval. Chair Burke explained they will meet with Mr. Mattice again and will talk about moving forward with a suggested date of August 6<sup>th</sup> and selling tickets for \$25. The event will use the same methodology as the homecoming committee. There are thoughts of implementing a \$100 non-refundable deposit to deter backouts. Vendors would keep 70% of the tokens they take in and the rest would be profit.

Member Weber discussed miniature sized red solo cups made in partnership with Marcc Apparel. The cups would be 4-ounce mini pints made of a hard plastic for around \$2.50 per cup. Chair Burke explained that Mr. Mattice suggested that The River could come up with a logo that would support the event.

Chair Burke stated they are looking for committees support to move ahead and host this event. As well as a partnership from the Lions Club for the liquor license. Member Job stated that the Lions Club would support the event. Chair Burke explained that she would communicate with the committee via email with the letter.

Member McFarlane suggested promoting the event in June and the date is ideal as it is before hockey and the ice goes in.

### **Fundraising Features**

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The DOO recommended committee look at the features that were presented in February and come up with a number to reach. Chair Burke stated that they will need to know what the design will be before the committee nails down how many features they would like to raise funds for.

Member Tout suggested committee meet in person.

Member Weber and Member Lamont suggested sending the survey to the local schools and getting the feedback from the youth groups. Member McFarlane suggested adding to the next agenda the idea of how to get and implement feedback from schools.

Member Tout left the meeting at 8:02PM

### **Public Open House Update**

The DOO stated that there was a good turn out at the Open House with more of an adult crowd, where they received good feedback.

### **ITEMS FOR CONSIDERATION**

RESOLUTION: MFA 2022-10

Moved: Member Doney

Seconded: Member Weber

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the financial update.

CARRIED

The DOO indicated that it is a very preliminary report and staff are working on getting the bank account established. The CAO clarified that the township is eligible to issue donation receipts before a design is finalized.

### **2022 Fundraising Schedule**

Chair Burke stated that committee has had good discussion thus far with good fundraisers on the way. Member Weber had sent out an email about another possible fundraiser for the fall. Once more things are on the go then the schedule will be needed.

### **OTHER BUSINESS/ROUNDTABLE**

In-person meetings

Chair Burke stated council is doing zoom meetings and looking at a hybrid option. She suggested meeting can be held at the pavilion when the weather gets nicer.

The CAO spoke to go ahead with caution as some members may not be as comfortable to meet in person as others.

Member Weber preferred in person. Member McFarlane liked the idea of meeting at the pavilion and did not like the idea of a hybrid meeting. Member Lamont stated she is good either way and would prefer in person.

Chair Burke stated that the next meeting will be on zoom and re-evaluate in person meetings then.

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**NEXT MEETING**

Tuesday May 3, 2022, at 7:00PM

**ADJOURNMENT**

RESOLUTION: MFA 2022-11

Moved: Member McFarlane

Seconded: Member Weber

*THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of April 5, 2022 be adjourned at 8:25p.m.*

CARRIED