

THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
MARCH 21, 2023 @ 7:00 P.M.
MOUNT FOREST SPORTS COMPLEX MEETING ROOM

Committee Members Present:

Sherry Burke, Councillor, Chairperson
Penny Renken, Councillor
Shelley Weber, Public Member
Jessica McFarlane, Public Member
Lori Doney, Public Member
Vern Job, Lions Member
Al Leach, Lions Member
Ray Tout, Lions Member
Andy Lennox, Mayor, ex-officio

Guests: George Laurencic, Mount Forest Lions Club
Steve McCabe, Councillor

Regrets: Matt Aston, Director of Operations

Staff Present: Brooke Lambert, Chief Administrative Officer
Tom Bowden, Recreation Services Manager
Tasha Grafos, Community Recreation Coordinator
Jessica Turnbull, Administrative Assistant

CALLING THE MEETING TO ORDER

Chair Burke called the meeting to order at 7:00 p.m.

ADOPTION OF THE AGENDA

RESOLUTION: MFA 2023-005

Moved: Member McFarlane

Seconded: Member Leach

THAT the agenda for the March 21, 2023, 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

Approved at the February 21, 2023, Meeting of Council

RESOLUTION: MFA 2023-006

Moved: Member McFarlane

Seconded: Member Weber

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the February 7, 2023, committee meeting.

CARRIED

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BUSINESS ARISING FROM THE MINUTES

Joint Meeting with RPL and Council Update Presentation from CAO

The CAO presented the workplan – approved Jan 16, 2023

Member Tout asked if the \$5.3 million is a hard dollar figure or something just being discussed. The CAO stated there was a full estimate completed and it was sent to the architects. The CAO can share the details on the estimate at a future meeting.

Member Tout asked if the Township knows how much development fees for growth can be used. The CAO explained staff can dig into development charges and reserves as some can be used on the pool. Additionally, staff can get further estimates and more consultation to see if they can get a more robust estimate.

Member Tout clarified the committee needs to know what they are selling and should investigate the hospital as they are making a campaign which will cause a delay for donations towards the pool.

Member Leach stated that the Township is to revisit the Mater Plan in 2023 and are staff able to quantify any fees to see if we on target for what was projected in 2018.

The CAO believes we are on target with the Master Plan, and it raises a lot of questions about growth but gives a good foundation that will let us make better decisions and use it for future projections.

The CAO added staff are updating the Strategic Plan and there were two surveys offered one phone call survey and an open survey online. The results will be coming as of April 3rd Council meeting and will provide good insight into the pool.

Member Tout asked about grant writing within the Township and if there are any grant writers on staff. The CAO discussed that depending on the grant if it is big enough it would be worth hiring a professional grant writer or staff could pull insight from consultants and engineers to scale efforts.

Member Leach asked about the Community Resilience Grant and hopes committee hasn't missed opportunities for applying to others.

CAO mentioned Grant Watch a website that accesses a variety of grants offered in Ontario.

Member Tout stated grants should show partnership in the community which will increase chances of getting the grant and make it an easier sell.

Member Weber asked if the \$5.3 million estimate from the architect was the only one received or were there any other estimates from anyone else.

Chair Burke explained from the onset the township has been working with a company to bring forward information once a detailed construction design is chosen a tender will go out to provide

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a price. The company doing the preliminary work has excluded themselves from being apart of the tender work.

The CAO added in the next phase staff can look at getting a few estimates and to gives certainty and minimize surprises.

Member Leach asked for clarity on the “Go/No Go” and if the no go means no pool.

CAO explained that if Council decided no go last meeting staff would have not proceeded with work on the pool and it would be put on pause.

Member Leach added it is difficult for committee as if a year from now it is a no go what happens to the funds raised and should committee move forward with fundraising or is it premature.

The CAO answered it is a valid point and a discussion can happen on wording the go/no go as they don't want to set expectations with something that may not happen there should be balance in trying to frame it properly.

Member McFarlane agreed the wording needs to be changed in thinking what if someone has change of heart and what if it ends up being \$5.5 million. There should be more clarity on those points when Council and staff are meeting so there isn't a loophole.

Member Tout recommend going to Council to get rid of go/no go as it has a threatening tone. Additionally, the Township needs to zone in on the hard numbers as there is a \$3 million pool being built in the city of Windsor.

The CAO stated that once staff go back to Council with financing, they can look at different language for the go/no go.

Chair Burke has been trying to stress the concerns of this committee and did not support the fundraising target as she felt it was too high and did support a \$350 thousand dollar collection which is a good starting point.

Chair Burke added committee does have an opportunity to go to the Lion's craft market but should look in to getting a concept to hand out as it is currently outdated from a year ago. Committee needs to make a takeaway sheet or display board for awareness on the pool.

Member Weber asked about how close committee is to being able to put up a sign like the one for the splash pad as the project didn't become real until the sign was put up. This would alleviate a lot of questions in the community and the sign would be a positive step forward. Chair Burke mentioned getting the concepts done from Marcc Apparel.

Member Tout asked if people could pledge an annual amount over a set number of years as done with arena. The CAO answered it is something staff can look further into.

Member McFarlane asked if there is a timeline to get some renderings. According to the Report summer 2023 for preliminary renderings. Member McFarlane added that the current fundraising ideas are smaller in size like the flocking was good to get the word out but in the grand scheme suggests thinking of professional assistance as they are a smaller force to hold larger events. Chair Burke added there is a list of individuals who put their name down to volunteer assistance for fundraising events.

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Member Job discussed putting out a positive article in the media as the paper have been very negative lately.

Chair Burke suggested staff could put out a positive media release on pool to social media platforms.

The RSM added a sign on the lawn of the sports complex can be done before the Mount Forest Lions Concert and any conceptual drawings ideas can be sent into Tasha or Tom.

Member Weber recommended in the press release to mention how the Township cannot afford and indoor pool and they did look in to repairs of the old pool as there is a lot of negative talk and the media release can put those issues to bed. If not touching base with the community on those issues there is nothing out there to stop it.

Chair Burke advised leaving it up to staff to phrase for the media release to keep it positive. The CAO added it can be added to an information page on the pool on the Township website along with a Q & A section with links to related reports.

CAO left at 8:29PM

Swag and Promotional Material Update & Shopify Update

Chair Burked explained that there have been hits on shopify with 5 tumblers and 4 hats sold. There is an opportunity to be apart of the lion's craft market on April 22nd where committee can set up a vendor booth. Chair Burke can do the set up and morning portion. The show runs 9-4 and need more bodies for afternoon and tear down. Member Weber can help in the morning portion. Email Chair Burke on Thursday if available to help and can even break up to hour segments.

Chair Burke directed Member McFarlane to complete a Shopify mock up order form for the vendor show and can use it for future farmers markets as well.

ITEMS FOR CONSIDERATION

Financial Update

Feb 1st \$11,442.96 in account

Donations

\$1650 cheque donation from fireworks festival committee

Account Information

RESOLUTION: MFA 2023-007

Moved: Member Weber

Seconded: Member McFarlane

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

CARRIED

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OTHER BUSINESS/ROUNDTABLE

Fundraising ideas and membership will remain as standing items.

The RCC stated they are actively look for aquatics staff.

Member McFarlane suggested to committee members how it would be nice to have a new member that has previously worked at the pool or has been a lifeguard to provide insight.

NEXT MEETING

April 18th, 2023

ADJURNMENT

RESOLUTION: MFA 2023-008

Moved: Member Tout

Seconded: Member Leach

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of March 21, 2023, be adjourned at 8:44 p.m.

CARRIED