

THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
July 25, 2023 @ 7:00 P.M.
MEETING ROOM, MOUNT FOREST & DISTRICT SPORTS COMPLEX.

Committee Members Present:

Sherry Burke, Councillor, Chairperson
Penny Renken, Councillor
Shelley Weber, Public Member
Jessica McFarlane, Public Member
Vern Job, Lions Member
Al Leach, Lions Member
Laurie Doney, Public Member

Guests: Caitlin Reeves

Regrets: Ray Tout, Lions Member
Brooke Lambert, Chief Administrative Officer
Andy Lennox, Mayor

Staff Present: Dale Small, Manager, Community & Economic Development
Tasha Grafos, Community Recreation Coordinator
Jessica Turnbull, Administrative Assistant

CALLING THE MEETING TO ORDER

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

ADOPTION OF THE AGENDA

RESOLUTION: MFA 2023-018

Moved: Member Job

Seconded: Member Renken

THAT the agenda for the July 25, 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

RESOLUTION: MFA 2023-019

Moved: Member Leach

Seconded: Member Weber

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the June 13, 2023 committee meeting.

CARRIED

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BUSINESS ARISING FROM THE MINUTES

Farmers Market Update

Chair Burke explained there are 10 market days left for the year and committee should have someone at each of these days. She suggested each member try and look at their schedule and get back to her on availability.

The Chair and Manager of Community & Economic Development are working on a takeaway document for community members attending the farmer's market. The document will not be as complex as the brochure but will be something fun with a FAQs section. Chair Burke will be sending out an email with a calendar to organize the farmers market schedule.

Chair Burke discussed how several youth were asking for swag such as sweaters and shirts at the previous farmers market and currently there are no youth sizes. Chair would like to order sizes for a younger age range as it would be nice to have a full-size range of shirts for community members to purchase. Currently there are toddler shirts in stock that don't move. They are \$30 and Chair Burke would like to reduce cost to sell them.

Member McFarlane asked about an inventory count and if it is a smart idea to order more items if they aren't selling. Member McFarlane added she would like to have more items on the shop Wellington website.

Member Weber added when at the farmers market everybody wanted to see a picture of the pool and if it would be a good idea to have a poster. Chair Burke and the Manager of Community & Economic Development are going to make the takeaway document which will include images.

Member McFarlane suggested sending the document via email to members so they can print and distribute to community members that would like one.

Update on Pool Design and Cost

The CRC noted there are no new developments with the design and that the architects are fine tuning the drawings and moving it in to cost reporting which takes three weeks, the final cost of pool should be released by end of August.

Fundraising Strategy Proposal

The Manager of Community & Economic Development spoke to his proposal included in the agenda. Staff will go to council in September with a report on the final design, final cost, and fundraising strategy.

The committee had asked staff to look at professional fundraising options. The agencies have been included in the report and show a timeline of 18 months. Staff contacted 5 professional fundraising companies; three didn't reply and two gave proposals and both came in at costs in the vicinity of \$250,000 - \$300,000.

Staff's recommendation is to not engage a professional fundraiser and move forward with an internal fundraising approach. It would be an 18-month strategy with two approaches: the silent

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phase, where there is not a lot of public engagement but rather, the target becomes corporate donors and community organizations.

The second phase would be the public phase where the campaign moves into soliciting public members and hosting fundraising events.

The Steering Committee roles would be as follows: fundraising director, two fundraising officers, one for corporate and one for community donations, and a social media coordinator. The township would hire a fundraising coordinator to make sure the workplan adhered to and help guide the fundraising team.

Township staff are looking for comment from this committee on this proposal, keeping in mind the ultimate decision lies with Council. This committee also needs to consider who would fill the roles required to execute this strategy.

The brochure presented would be used for corporate donations only. There would be a second brochure developed for the community fundraising, including a community fundraising scale.

Member Leach asked if the internal campaign does not work can staff still pursue the professional avenue. The MCED explained that this suggestion does not rule out professional fundraiser if the internal approach does not make good headway.

Member McFarlane asked if any of the fundraising companies offered to come talk to committee to provide information that's helpful or were staff given a standard response. The MCED discussed that it was a standard response but would be a good idea to contact them for some education and training once the donations team is together.

Member Leach asked if it must be a cash donation or can organizations donate materials or construction, "in-kind service." Chair Burke explained they ran in to issues with this when constructing the splash pad. It was agreed that staff should find out more about this type of donation.

Member Leach asked if the current pool site is for sale and if there is any value in the current site. The MCED stated that there are restrictions about what can be built around the water tower. There will be a report going to council on options for what to do with that area.

Member Job asked committee members about the donor recognition range as he thinks it is a good start, but the range is range is too big.

Member Leach questioned going beyond Wellington North for fundraising; for instance, reaching out to Bruce Power. The MCED mentioned that they will not be restricted to Wellington North. The MCED added that the communication needs to be a targeted approach led by the corporate donations officer and they can't have multiple members connecting with the same individuals.

Chair Burke asked if there was an opportunity for corporate sponsors to pledge donations over a period of time. The MCED suggested that the committee accept pledges in the 3-5 years range

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and the township has generally accepted this in the past. There should also be an option to allow for monthly donations through a pre-authorized plan.

Member Leach suggested a large thermometer be put up by the sign or online once more funds have been received that will indicate the level of donations received and the target.

Chair Burke reminded members that all cheques should have "Pool" in the memo line and asked that this be mentioned in the brochure along with an e-transfer account.

Chair Burke encouraged members to give the MCED some guidance on their thoughts for internal or external campaign proposal. Member Leach agrees with staff recommendations on internal strategy. Member McFarlane would like internal but has concerns about having enough people to do it. Member Doney agrees with internally to keep money and use towards the pool. Member Weber supports internally but raised concerns about the amount needed to raise and volunteers are scarce. Member Job also supported the internal strategy option.

Chair Burke mentioned that last meeting the MCED spoke to grant writers and was wondering how that works. The MCED is looking into Grant Match. There is no cost, they do all the sourcing and grant writing. If they have a grant that is approved, they take a commission, they don't get anything unless we get a grant. They are researching for us right now on grants for the new aquatics centre.

Member Leach recommended the fundraising coordinator role have grant writing as part of their responsibilities.

FAQs & Website Page

The CRC spoke to the Wellington North website and how the pool project now has its own page. The FAQs, once approved by this committee, will be added to this page.

Chair Burke mentioned that she was able to find the new page using the search option on the website.

The CRC also discussed the FAQs. Member McFarlane suggested the summary of why the old pool can't be fixed be moved to the beginning of the answer. Member Leach believes the tax increase should be taken out as it sounds negative. The MCED discussed they need to answer the question and it should stay or be reworded.

ITEMS FOR CONSIDERATION

Financial Update

The Account is at 12,912.01 with another \$365 to be added.

Donations

Member McFarlane has a donation from M&Ms Mount Forest for \$505.00 and asked if they should do a photo op for recognition.

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Account Information

RESOLUTION: MFA 2023-020

Moved: Member McFarlane

Seconded: Member Job

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

CARRIED

OTHER BUSINESS/ROUNDTABLE

Member McFarlane asked if committee members are wanting to review social media posts put together or if she can just go ahead with just Chair Burkes review. The committee agreed that the posts can go directly to social media after Chair Burke reviews.

Member Leach asked about the status of the calendar fundraiser and Chair Burke explained it is still in consideration.

Member Weber discussed the Christmas house tour and if going ahead with it they should get a date out there on social media. Member Weber and Member McFarlane are going to work together on organizing this event.

NEXT MEETING

Tuesday August 22, 2023 at 7:00PM

ADJOURNMENT

RESOLUTION: MFA 2023-021

Moved: Member Doney

Seconded: Member Weber

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of July 25, 2023, be adjourned at 8:40 p.m.

CARRIED