

THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
August 22, 2023 @ 7:00 P.M.
MEETING ROOM, MOUNT FOREST & DISTRICT SPORTS COMPLEX.

Committee Members Present:

Sherry Burke, Councillor, Chairperson
Penny Renken, Councillor (arrived at 7:30pm)
Shelley Weber, Public Member
Jessica McFarlane, Public Member
Vern Job, Lions Member
Al Leach, Lions Member (arrived at 7:34pm)
Laurie Doney, Public Member
Ray Tout, Lions Member

Guests:

Regrets: 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 7:00 p.m.

ADOPTION OF THE AGENDA

RESOLUTION: MFA 2023-022

Moved: Member Tout

Seconded: Member Doney

THAT the agenda for the August 22, 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

Received by council at the August 14, 2023, Meeting of Wellington North Council

RESOLUTION: MFA 2023-023

Moved: Member McFarlane

Seconded: Member Weber

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the July 25, 2023, committee meeting.

CARRIED

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BUSINESS ARISING FROM THE MINUTES

Farmers Market Schedule

Chair Burke would like to come up with a plan to get the swag out more often. The swag inventory sits at 64 hats, 20 tumblers, 8 toddler t-shirts (currently charge \$30 for them - suggestion to reduce cost to blow them out), 7 adult shirts, 7 hoodies, 5 tanks and 7 totes.

Chair Burke mentioned the Newcomers and Volunteers event is coming up and would like to make a splash with a booth selling some of the swag inventory.

The committee agreed to add more inventory to have items to sell at all upcoming events and on Shopify over the next 18 months.

Member Tout asked if committee is missing a market by not having crew neck options. Chair Burke will get pricing.

The contact for Shop Wellington North is Stacey Stevenson at the Mount Forest Chamber.

Updated verbiage for Website

The CRC rewrote the wording for both the brochure and website. Chair Burke mentioned the last paragraph is not factual and suggested a rewrite.

Member Tout implied the page reads more municipal than eye catching to the public.

The MCED mentioned this type of task leads into the need for a social media and communications coordinator position. Chair Burke suggested including a paragraph about building on the success from the splash pad.

The FAQs were updated and now have its own page on the website.

One Page FAQ Handout- 2 Options

The CRC explained there are two versions of the one pager both have the same first page and information was taken from the website. The QR code will take you to the FAQ page of the website.

The committee asked that a "calling volunteers" section be added to the handout. They also asked the wording used for fun facts be looked at shortened up.

CRC was directed to move forward with the fun facts handout with the edits discussed.

Fundraising Strategy Proposal Update

The MCED provided the committee with a brief report. (attached to the minutes.) The committee discussed potential candidates to fill the positions in the proposal: Fundraising Officer Corporate Donor Relations, Fundraising Officer Community Donor Relations, and Communications/Social Media Coordinator.

After this discussion the committee recommended that Member Tout will fill the role of Fundraising Officer Corporate Donor Relations, Member Job, Member Weber, and Member

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Leach will share the position of Fundraising Officer Community Relations, and Member McFarlane will become the Communications/Social Media Coordinator.

The MCED will take a report to Council on Sept 11th or 25th that will include the committee's recommendation for an internal fundraising approach that will be consistent with the approach outlined by the professional firms. The fundraising timeline will be 18 months.

Member Tout suggested Committee members be involved in the internal hiring of the fundraising coordinator, as the MCED has proposed. The MCED proposed it be the members of the steering committee involved in the hiring.

RESOLUTION: MFA 2023-024

Moved by McFarlane

Seconded by Weber

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee recommend that council support the upwards to 18-month Internal Fundraising approach as presented by staff;

AND FURTHER THAT the Mount Forest Aquatics Ad Hoc Advisory Committee recommend that council approve the following appointments:

- Councillor Sherry Burke as Fundraising Director
- Ray Tout Fundraising Officer Corporate Donor Relations
- Vern Job, Shelley Weber, and Al Leach as Co-Fundraising Officers Community Donor Relations
- Jessica McFarlane as Communications/Social Media Coordinator

AND FURTHER THAT the Mount Forest Aquatics Ad Hoc Advisory Committee support the staff recommendation to recruit a fundraising coordinator position.

CARRIED

The MCED provided the committee with copies of the draft Corporate Donations Program Brochure and the Friends Level Donation Brochure. Member Leach asked if on the brochure it could mention donations could be made over time.

The MCED mentioned there will be a corporate call program presentation to go along with this the brochure and they shouldn't include too much information on the brochure, so people look to reach out for more information.

Member Burke added that it would need approval from council for the donations made over time addition.

Fundraiser Update

Member Weber and Member McFarlane have met and made a plan for the Christmas house tour on November 25th.

Currently there are four houses, but they would like to add one more house and asked committee to assist in finding the final home.

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Currently there is one house in Holstein, two in Mount Forest, and one by the Bye subdivision.

The idea would be to have it run 10am-3pm during the day. Member McFarlane suggested it would be a good idea to have committee members at each of the homes to answer questions and possibly set up a display in the garage.

Chair Burke asked about the price of tickets, it was suggested the price on the tickets would be around \$25 but Member McFarlane will run prices past committee next meeting.

ITEMS FOR CONSIDERATION

Financial Update

The Account is at \$13, 337 with about \$300 to deposit from swag sales.

Member McFarlane asked about putting the account in a higher interest account. Staff will ask the Deputy Treasurer about the options available.

Donations

Account Information

RESOLUTION: MFA 2023-025

Moved: Member Job

Seconded: Member Tout

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

CARRIED

OTHER BUSINESS/ROUNDTABLE

NEXT MEETING

September 19th, 2023

ADJOURNMENT

RESOLUTION: MFA 2023-026

Moved: Member Doney

Seconded: Member Weber

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of August 22, 2023, be adjourned at 8:41 p.m.

CARRIED

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Fundraising Strategy Proposal Update Tuesday August 22nd, 2023

At our previous meeting the committee supported the recommendation to move forward with an Internal Fundraising approach. This approach is very consistent with the approach outlined by the professional firms and comes with a projected 18 month timeline as follows:

Pre campaign planning

3 MONTHS (JULY - SEPT 2023)

- Research external/professional fundraising approaches Done
- Investigate grant opportunities. Ongoing
- Draft donor recognition scales (draft 2 attached) Ongoing
- Study preparations, finalize detailed design and updated costs. Ongoing
- Commence recruitment/assignment/approval of key positions.
for Campaign Steering Committee
- o Fundraising Director
- o Fundraising Officer – Corporate Donor Relations August/Sept.
- o Fundraising Officer – Community Donor Relations
- o Fundraising Team Leader
- o Communications/Social Media Officer
- Wellington North council approval of Steering Committee and next steps Sept 11 or 25

Preparation Phase

3 MONTHS (OCT- DEC 2023)

- Complete recruitment and training of Campaign Steering Committee.
- Fundraising Officers complete recruitment of individuals to support Fundraising efforts
- Finalize job descriptions, roles, and responsibilities.
- Develop & finalize volunteers to support Corporate Donor Relations team, complete donor recognition program, identify list of donors to be approached, prepare case of support/call program, prepare budget, develop a canvassing guide and handbook.
- Finalize campaign plan & present to Wellington North council.

Campaign Implementation Phases

12 MONTHS (JAN – DEC 2024)

Silent Phase

(JAN – SEPT 2024)

- Targeted approach/Corporate Donor Program
- Soliciting Bronze, Silver, Gold, and Platinum level donations

Public Phase

(JULY – DEC 2024)

- Soliciting Supporter and Friend level donations
- Host fundraising events

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CAMPAIGN STEERING COMMITTEE:

1. **Fundraising Director (Councillor Burke)** – Helps to provide insight, information, and assistance. Manages campaign and liaison with WN council, maintains ongoing donor relations,
2. **Fundraising Officer Corporate Donor Relations (Ray Tout)** Leads Corporate Donor Relations Program. Develop & finalize volunteers to support Corporate Donor Relations team, complete donor recognition program, identify list of donors to be approached, prepare case of support/call program, prepare budget, develop a canvassing guide and handbook, assist with training of volunteers. Finalize job descriptions and roles and responsibilities.
3. **Fundraising Officer Community Donor Relations (Co-Leads Job/Weber/Leach)** Leads Community Donor Relations Program. Develop & finalize volunteers to support Community Donor Relations team, complete donor recognition program, identify list of donors to be approached, prepare case of support/call program, prepare budget, develop a canvassing guide and handbook. Also responsible for planning and hosting fundraising and awareness events, (WN Farmers Market, Christmas Tours, Golf events, etc. Finalize job descriptions and roles and responsibilities.
4. **Fundraising Coordinator (To be hired by Township)** – Ensures fundraising workplan, events, communication and programs are running smoothly, coach, manage and motivate team members. Finalize job descriptions and roles and responsibilities and provide day-to-day support to Fundraising Director and Officers.
5. **Communications/Social Media Officer (Jessica McFarlane)** – Writing, submitting, and uploading all news announcements/press releases related to fundraising. Manages social media communications.