

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

SUBJECT	PAGE	LEAD	ACTION
Calling to Order		Chair	
Adoption of Agenda			
Recommendation: THAT the agenda for the August 22, 2023, Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed.		Chair	Resolution
Disclosure of Pecuniary Interest		Chair	
Minutes of Previous Meeting			
Received by council at the August 14, 2023, Meeting of Wellington North Council Recommendation: THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the July 25, 2023, committee meeting.	001	Chair	Resolution
Business Arising from the Minutes			
Farmers Market Schedule		Chair	
Updated verbiage for Website (Verbal)	006	CRC	
One Page FAQ Handout- 2 options (Verbal)	007	CRC	
Fundraising Strategy Proposal Update Recommendation: THAT the Mount Forest Aquatics Ad Hoc Advisory Committee recommend that council support the 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: Councilor Sherry Burke as Fundraising Director _____ Fundraising Officer Corporate Donor Relations _____ Fundraising Officer Community Donor Relations _____ Communications/Social Media Coordinator		Manager Community & Economic Development	Resolution

Fundraiser Update (Verbal)		Member Weber / Member McFarlane	
Items for Consideration			
Financial Update Donations Account Information Recommendation: THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the verbal financial update.	011	Chair	Resolution
Other Business/Roundtable			
Next Meeting			
TBD		Chair	
Adjournment			
Recommendation: THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of August 22, 2023, be adjourned at p.m.		Chair	Resolution

001

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

WEBSITE WORDING:

In 2018, The Recreation Master Plan defined the need for a new outdoor pool in Mount Forest. Discussions began on where the location would be, what the new pool would look like, and why the old pool could not be adequately repaired to fit the community's needs.

While plans began to develop, they came to a quick halt in 2020 when COVID struck. All focus was now to centred on getting through the pandemic and then recovery.

Our Lion Roy Grant Pool also felt the effects of the pandemic. The two years of remaining closed further damaged the pool structure and when it came time that we could re-open, there was no way to do so safely for the public.

Once the pool was deemed unsafe, staff, community, and council put new focus on the need for a new outdoor pool and plans began once again for this capital project.

After careful consideration, Council by resolution decided that the new Mount Forest Pool is to be located east of the Mount Forest and District Sports Complex on Princess Street, which will replace the existing aging pool and building located on Parkside Drive.

During the winter and spring of 2022, staff worked with Architects Tillman Ruth Robinson Inc. to develop conceptual designs. This brought about three conceptual drawings that were put to public consultation through a survey in April of 2022. The survey had more than 120 community responses, which ultimately lead staff and council to choose the current design.

During the planning stages for the new pool, the Mount Forest Aquatics Ad-Hoc Advisory Committee was formed to help lead discussions for community input and involvement, provide design recommendations, and lead the fundraising initiatives of a new outdoor pool in Mount Forest.



East Side of the Mount Forest & District Sports Complex, 850 Princess Street.


Future Home of the Mount Forest Outdoor Pool!





DID YOU KNOW...?

Even though the new pool will be larger, the new filtration system will save over 125,000 Gallons (473,176 liters) of heated and chemically treated pool water per summer season, compared to the old pools' system, that would have otherwise been sent to waste during filter cleaning and operation. This means over the first 10 years of operation, well over 1 million US Gallons (3,785,412 litres) of water will be saved.



There will be over 1,400 feet (426.72m) of PVC Pool piping, ranging in sizes from 8" (200mm) down to ½" (12.7mm).

Between the pool tank and pool deck alone, there will be over 10,000 cubic feet (283 m³) of concrete poured.

The pool will have
98,987 US Gallons
(374,706 liters)
of water

Want to find out
answers to
Frequently Asked
Questions?



Visit our [FAQ page!](#)

for more information wellington-north.com



East Side of the Mount Forest & District Sports Complex, 850 Princess Street.

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WHAT DO YOU WANT TO KNOW?

Why is the price tag so big?

Pool construction is a special trade with a limited number of contractors to bid and complete the work. Construction costs, including materials, has inflated substantially over the last number of years. For comparison's sake, the City of Burlington just rebuilt their outdoor pool, at the price of nearly \$7 Million. This pool is bigger than the outdoor pool proposed in Mount Forest but did not include any buildings. The \$7 Million is for the pool and pool deck only. Similarly, the City of Welland, is reconstructing their outdoor pool at a cost of \$6.57 Million, for the pool and deck only.

Why is it an outdoor vs an indoor pool?

In terms of indoor pools, the closest public facilities are located in Fergus and Hanover, generally a 20 to 30-minute drive for most residents. Despite some interest expressed by residents through the online survey, indoor pools are seldom provided by small to mid-sized communities. The development of an indoor swimming pool would result in a sizable tax increase for residents. From our experience, the Township lacks the population and tax-base to offset these substantial costs, thus an indoor pool is not recommended.

How much of the property tax increase is for the pool?

Based on a \$300,000 home, which is the average MPAC assessment of Wellington North residential dwelling, the tax increase that is specific to the pool is \$60 per year.

Why can't the old pool be fixed?

Due to the extent of the repairs required to the pool itself, the complete rebuild required for the building, the lack of a parking lot and parking space, and the previous decisions and opinions from the public, council and staff members, the decision was made to rebuild the pool in a more suitable location that could adhere to all safety and accessibility standards.



for more information wellington-north.com



ROYAL BANK OF CANADA
P.O. BOX 4047 TERMINAL A
TORONTO ON M5W 1L5

Business Account Statement

RBDDA30000_6086836 E D 00202 00458

June 30, 2023 to July 31, 2023

THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD HOC ADVISORY COMMITTEE
7490 SIDEROAD 7 W
PO BOX 125
KENILWORTH ON N0G 2E0

Account number: [REDACTED] [REDACTED]

How to reach us:

Please contact your RBC Banking representative or call
1-800-Royal®2-0
(1-800-769-2520)
www.rbcroyalbank.com/business

Account Summary for this Period

Business Current Account

Royal Bank of Canada

199 GEORGE ST-PO BOX 190, ARTHUR, ON N0G 1A0

Opening balance on June 30, 2023	\$12,912.01
Total deposits & credits (1)	+ 53.50
Total cheques & debits (0)	- 0.00
Closing balance on July 31, 2023	= \$12,965.51

Account Activity Details

Date	Description	Cheques & Debits (\$)	Deposits & Credits (\$)	Balance (\$)
	Opening balance			12,912.01
04 Jul	Deposit interest		53.50	12,965.51
	Closing balance			12,965.51

Deposit Interest Earned: \$53.50