

THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
APRIL 2, 2024 @ 7:00 P.M.
MEETING ROOM, MOUNT FOREST & DISTRICT SPORTS COMPLEX

Committee Members Present:

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

Regrets: Ray Tout, Lions Member

Staff Present: Madalyn Ellis, Administrative Assistant
Mandy Jones, Manager of Community and Economic Development
Dale Small, Economic Development Officer
Mike Wilson, Community Development Coordinator

Guests: Dr. Bob McFarlane, Louise Marshall Hospital Foundation
Amy Van Huss, Louise Marshall Hospital Foundation
Deb David, Guest of Chair Burke

CALLING THE MEETING TO ORDER: Chair Burke called the meeting to order at 7:00 p.m.

ADOPTION OF THE AGENDA

RESOLUTION: MFA 2023-034
Moved: Member Leach
Seconded: Member Job

THAT the agenda for the April 2, 2024, Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed. CARRIED

WELCOME NEW WELLINGTON NORTH TEAM MEMBERS

- Manager of Community and Economic Development
- Community Development Coordinator

Mandy Jones and Mike Wilson have joined the committee as staff. Mandy assisted the committee in 2019 with the Mount Forest Splash Pad project. Mike Wilson formerly worked in the community with the Mount Forest Confederate. Both are looking forward to supporting the Committee in their fundraising efforts.

WELCOME GUESTS

- Louise Marshall Hospital Foundation
 - Amy Van Huss
 - Dr. Bob McFarlane

Bob & Amy provided insight related to fundraising strategies used by the Louise Marshall Hospital Foundation (LMHF). This included a background of the project such as goals, timeframes, and strategies. The LMHF had approximately 8-10 members which met every 2 weeks. As the project

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went on, it was important to take longer breaks between meetings to allow members to come back refreshed. This also included adding new members part way through the project for a fresh approach.

They trained multiple times as a team to ensure that everyone that met with donors provided the same presentation, message, and answers to questions. The LMHF presentation included a video featuring hospital staff and community members giving personal endorsement for the project, as well as an overview of the community. Strong emphasis on consistency in presentations and having a secure plan from the start. Advice surrounding members' need to be flexible to fit into schedules of donors was provided.

Possible donors were identified and assigned to members of the LMHF team who were responsible for approaching and presenting to the donors on their assigned list. Regular meetings allowed members to update on donor presentations, share results, and hold each other accountable for meeting their donor assignments. LMHF approved pledges over a 3–5-year span. With donors who extended their pledge over multiple years or possible donors who did not give a direct answer, follow up was immensely important, both phone calls and in person visits.

Members asked how the LMHF was able to continue their drive despite being told 'no.' McFarlane and Van Huss stated the committee must maintain success on top of the losses. Focus on the positives and work together to prepare a different approach for future meetings.

Member Leach inquired about the administrative side of the project to gain clarification of staff's role in the committee. It was important for the LMHF administrative staff to maintain organization and involvement in their committee. Staff and the finance team will work together to ensure accuracy and consistency.

Members of the Mount Forest Aquatics Ad-Hoc Advisory Committee are interested in including a video in their presentation. The committee had discussion surrounding a mail out campaign as part of their fundraising campaign.

WELCOME CORPORATE DONOR PROGRAM VOLUNTEERS:

Ray Tout was absent from the meeting and Chair Burke introduced Deb David who has indicated interest in joining the fundraising team in some capacity.

DISCLOSURE OF PECUNIARY INTEREST:

No pecuniary interest declared.

MINUTES OF PREVIOUS MEETING:

Received by council at the February 12, 2024, Meeting of Wellington North Council

RESOLUTION: MFA 2023-035

Moved: Member McFarlane

Seconded: Member Doney

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the January 30, 2024, committee meeting. CARRIED

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STAFF REPORT: C&ED 2024-007 Corporate Donor Program Fundraising Materials

Review of the staff report and materials provided with the agenda will occur at the April 23rd meeting. Committee members are to review the package and come to next meeting with feedback. The committee is also encouraged to bring volunteers and to follow up with connections who have previously shown interest in participating with the committee.

BUSINESS ARISING FROM THE MINUTES:

No additional update.

ITEMS FOR CONSIDERATION:

Financial Update

Bank account currently has a balance of \$15,562. Member McFarlane presented \$60 cash to be added from the Flocking event.

RESOLUTION: MFA 2023-036

Moved: Member Job

Seconded: Member Doney

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

OTHER BUSINESS/ROUNDTABLE

Member Job presented the committee with a donation from mothers of past lifeguards of the Mount Forest pool. The donation of \$2,000 had originally been fundraised for starting blocks. The donation was presented to Member Job by Linda McArthur and Krista Ferrier.

A reminder from Member McFarlane about new Youth Sweaters (sizes S - L) and Crew Neck sweaters (sizes S – XXL). Will be available on Shop Wellington North shortly. Member McFarlane would also like more traction in swag sales as well as more presence on the committee's social media pages.

The committee was pleased to hear Mike Wilson and Member McFarlane's interview on 88.7 The River.

NEXT MEETING

Tuesday April 23rd at 7:00pm, Mount Forest & District Sports Complex, Meeting Room

ADJOURNMENT

RESOLUTION: MFA 2023-037

Moved: Member McFarlane

Seconded: Member Leach

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of April 2, 2024, be adjourned at 8:37 p.m. CARRIED