

THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
APRIL 23, 2024 @ 7:00 P.M.
MEETING ROOM, MOUNT FOREST & DISTRICT SPORTS COMPLEX

Committee Members Present:

Sherry Burke, Councillor, Chairperson
Laurie Doney, Public Member
Al Leach, Lions Member
Jessica McFarlane, Public Member
Penny Renken, Councillor
Ray Tout, Lions Member 7:07 pm

Regrets:

Vern Job, Lions Member
Dale Small, Economic Development Officer

Staff Present:

Madalyn Ellis, Administrative Assistant
Mandy Jones, Manager of Community and Economic Development
Mike Wilson, Community Development Coordinator

Guests:

None

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

ADOPTION OF THE AGENDA

RESOLUTION: MFA 2024-038

Moved: Member Doney

Seconded: Member Leach

THAT the agenda for the April 23, 2024, Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed. CARRIED

WELCOME CORPORATE DONOR PROGRAM VOLUNTEERS

There were no corporate donor program volunteers present at the meeting. Member Tout explained to the Committee that it has been difficult to gain volunteers due to negativity associated with the project as well as the current MRI fundraising initiative for the Palmerston and District Hospital.

Member Tout agreed with Chair Burke that it would be beneficial to provide presentations to community groups in the coming weeks. The committee discussed who could be approached.

In addition, the committee is to work on spreading a positive message about the project, including certain age demographics and attendance at community events throughout the spring and summer months.

DISCLOSURE OF PECUNIARY INTEREST:

No pecuniary interest declared.

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MINUTES OF PREVIOUS MEETING:

Received by council at the April 22, 2024, meeting of Wellington North Council

RESOLUTION: MFA 2024-039

Moved: Member McFarlane

Seconded: Member Leach

THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the Minutes from the April 2, 2024, committee meeting. CARRIED

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

C&ED 2024-007 Corporate Donor Program Fundraising Materials

RESOLUTION: MFA 2024-040

Moved: Member Tout

Moved: Member McFarlane

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive Report C&ED 2024-007 on the Corporate Donor Program Fundraising Materials;

AND THAT the Committee approve the Canvassing Guide, Donor Presentation and Corporate Donor Brochure as amended;

AND THAT the Committee accept the printing quote for 250 Corporate Donor Brochures and 500 presentation folders from a local printer;

AND FURTHER THAT funds to cover these expenses will come out of the Mount Forest Ad-Hoc Advisory Committee Bank Account. CARRIED

Mike presented changes that had been made to the report attachments. Minor edits included updated graphics. Content remained the same. Minor grammar changes to ensure clarity for potential donors receiving the resources.

Members asked how possible donors would be recognized within the pool space. This may include a plaque or sign by the area their donation contributed to or a large donor wall/sign in the lobby area.

Mike presented quotes from both Print One and Ampersand. Staff to secure printing from a local company of 250 brochures and 500 presentation folders.

Chair Burke believes that creating a slogan for the committee would help the project. Possible slogans were presented, and a decision will be made by Tuesday, April 30th, 2024.

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BUSINESS ARISING FROM THE MINUTES:

Corporate Donor Update

Committee is to think about reaching out to local community groups to schedule presentations before summer. Those committee members interested in supporting the community presentations will meet at a later date to discuss the timeframe of those presentations, the canvassing guide and review the slide deck presentation. Staff will support in securing a meeting space at the Sports Complex as directed by the group.

Member McFarlane is looking into reactivating the committee's *X* (formerly known as *Twitter*) to reach a wider audience.

Committee to consider reaching out to the funeral home related to becoming a possible beneficiary.

ITEMS FOR CONSIDERATION:

Financial Update

Member Leach deposited the \$1260.00 presented at the April 2nd meeting.

RESOLUTION: MFA 2023-041

Moved: Member Tout

Seconded: Member Doney

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

OTHER BUSINESS/ROUNDTABLE

This meeting was the last meeting for Madalyn Ellis. It is undetermined who will take over her role.

NEXT MEETING

Members encouraged to look ahead to find a meeting date for the Committee. Meeting does not have to fall on Tuesday as they previously have been scheduled on.

ADJOURNMENT

RESOLUTION: MFA 2023-042

Moved: Member Leach

Seconded: Member Tout

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of April 23, 2024, be adjourned at 8:21 p.m. CARRIED