

THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
MARCH 1, 2022 @ 7:00 P.M.
VIA ELECTRONIC MEETING

Committee Members Present:

Sherry Burke, Councillor, Chairperson
Shelley Weber, Public Member
Laurie Doney, Public Member
Al Leach, Lions Member
Vern Job, Lions Member
Ray Tout, Lions Member
Jayme Hewson, Public Member
Larissa Lamont, Public Member
Jessica McFarlane, Public Member

Staff Present:

Mike Givens, Chief Administrative Officer
Matthew Aston, Director of Operations
Mandy Jones, Community Recreation Coordinator
Karren Wallace, Director of Legislative Services/Clerk
Tom Bowden, Manager of Recreation Service
Jessica Turnbull, Administrative Support

Guest:

Steve McCabe, Councillor,
Chairperson of Recreation Parks Leisure Committee

CALLING THE MEETING TO ORDER

Chair Burke called the meeting to order at 7:01 p.m.

ADOPTION OF THE AGENDA

RESOLUTION: MFA 2022-007

Moved: Member Job

Seconded: Member Doney

THAT the agenda for the March 1, 2022 Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed with the addition of the swag information that was received from Member Hewson the afternoon of March 1, 2022.

CARRIED

DISLCOSURE OF PECUNIARY INTEREST

No pecuniary interest declared.

Minutes of Previous Meeting

RESOLUTION: MFA 2022-008

Moved: Member Leach

Seconded: Member Tout

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the February 8, 2022 committee meeting.

CARRIED

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Member Tout inquired if fencing was a municipal responsibility as opposed to it being fundraised. The Director of Operations (DOO) agreed that the fencing would be included as a municipal responsibility.

Member Tout inquired about the timing of the public meeting for the Open House to review pool design concepts scheduled for March 23, 2022 at 5:30PM to 7:00PM, noting most people are getting home from work at that time. Chair Burke stated that pre-covid they found more people came to public meetings when they were coming home from work rather than going home and coming back out again. Councillor McCabe added that the lion's bingo is held that night.

DOO added the presentation is scheduled for 5:45PM following by a bristol board setup where people can view the concepts, noting there will be more opportunities for the public to consult or engage.

BUSINESS ARISING FROM THE MINUTES

Financial Update-Verbal

The DOO stated that staff are working on setting up the bank account and the Chief Administrative Officer (CAO), Deputy Treasurer, Members Al Leach and Ray Tout would be signing authorities, noting the account has not been finalized at this point.

Lottery License Update-Verbal

Chair Burke summarized the lottery document noting the committee cannot use funds raised through a lottery for capital purchases to be located on municipal property.

The Clerk confirmed that this is not a new rule and any of the funds raised for the splash pad in both Arthur and Mount Forest were not raised with lottery funds.

Member Job confirmed that the Lion's cannot get a license to raise funds for anything on municipal property, noting they will have to find other ways to raise funds.

ITEMS FOR CONSIDERATION

Promotional Items Verbal

Member Lamont discussed apparel and swag from Hometown Boutique and Marcc Apparel. Member Lamont shared that she connected with Karren, the mask lady, who would be willing to donate the first 100 masks should committee decide to proceed with her.

Member Hewson discussed her dealings with Kim Rae, who assisted with the design for the logo last year. She has started a new printing business with clothing called Farm Girl Boutique. Member Hewson added that Kim gave the group a deal on the clothing and could potentially add additional discounts if they were to mix and match products. Furthermore, she does not

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charge a setup fee, prints a unique way, the items are good quality, and has a no minimum order. Member Hewson was excited about the totes and believes they will be a good seller.

Member Tout asked about the masks and how much they should lean on purchasing them keeping in mind what's going on in the province with COVID mandates lifting.

Member McFarlane agreed with Member Tout's comments about the masks and explained she is optimistic we won't have to wear them much longer. Member McFarlane suggested the committee proceed with ordering swag and recommended crew sweaters for spring and summer.

Member Hewson explained that social media is what they are looking at in terms of advertising and selling the items once the bank account is setup.

Chair Burke asked member Hewson about the turn around time for the product. Member Hewson stated she will investigate and get the answer to the group as soon as possible.

Councillor McCabe asked Chair Burke if sidewalk sales need approval from the committee. Chair Burke explained that it is up to this committee and that a float would be needed as well as some planning and organizing for the events.

Member Lamont asked about the permanent float in the cash box from Ladies Night. Chair Burke explained that the municipality gave a float of \$100 and that should be returned once the bank account is setup.

Member Leach suggested to the DOO that the bank account needs to have online access.

Member Tout inquired about service charges for the bank account and the CAO explained that staff are looking at an account where fees are as low as possible.

Member Hewson asked staff about the funds in the bank account and if committee approves the go ahead on ordering swag product. Chair Burke suggested committee weigh-in on the items that should be ordered. Member Tout suggested springtime items such as hoodies, sweatshirts would be good because of the time of year as well as totes. Member Leach added that he doesn't see the value in coffee mugs.

Member Hewson discussed an email sent out about the storage of product. She suggested that the space offered under the bleachers at the arena would not be a suitable idea as it is not secure and easily accessible to members of the committee.

RESOLUTION: MFA 2022-009
Moved: Member McFarlane
Seconded: Member Tout

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THAT the Mount Forest Aquatics Ad Hoc Advisory Committee direct members Hewson and Lamont to purchase up to \$750 in promotional swag including hoodies, sweatshirts and totes.
CARRIED

Promotional Events

- a. You've Been Flocked (member McFarlane)

Member McFarlane explained the details of the event including purchasing a number of pink flamingos, and someone pays to have them put in another's person yard which is called being Flocked. That individual can then pay to have them placed in someone else's yard. Individuals can buy insurance so that no flamingo's can be placed in their yard.

The cost of the flamingos is around \$200 – \$300 dollars and would be available in a couple of weeks. The committee would need to discuss the length of the campaign and the fees and insurance rates. Logistics will need to be coordinated in getting the flamingos from yard to yard and a truck would possibly be required.

8:23PM Member Hewson left the meeting.

- b. Profession of the Day (member McFarlane)

Member McFarlane discussed an online auction for profession of the day with 10 different professions – police, vet etc. Radio host is an option and can approach the River and various people who would want to participate.

Chair Burke asked member McFarlane about a timeframe for the event. Member McFarlane does not have a timeframe and wants to ensure it doesn't interfere with the colour run and could look to offer it in the fall or winter function.

- c. Calendar (staff)

DOO discussed the recommendation of having a promotional calendar that would be sold for 2023. This could be a 12- or 16-month calendar, where business sponsor a month at a cost of \$1,000.00. Then their business or staff would be in the image for that month. Calendars could be sold for \$25.00 each. Member McFarlane mentioned that she has some quotes for calendars from a couple companies and the ones that had the best price needed to have pictures in by the end of June.

- d. Silent Auction (staff)

Chair Burke mentioned that a silent auction can tie into a variety of things like profession of the day and something similar to the hospital foundation silent auction.

- e. Colour Run (member Lamont)

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Member Lamont discussed the colour run in May and how time is getting short, noting she and Member Hewson are thinking of doing a turkey trot around Thanksgiving.

Member Lamont left the meeting at 8:30PM

f. Suds and Bubbles (member Weber)

Member Weber discussed the Bubbles and Suds event the homecoming committee held, noting all events were sold out and was a very popular event. Their hope is to hold it on the ice surface instead of the hall as it is a larger venue.

Member McFarlane asked if subcommittees are permitted to help with volunteers and organizing. The CAO clarified that you could have as many people you want volunteer, and that the Township would just need a listing of the names of those helping with setup for insurance purposes. As it relates to subcommittees it is up to this committee to decide.

Councillor McCabe left at 8:37PM

Member Job stated the lions have no major functions planned for the summer.

Chair Burke spoke to grants and waivers from the municipality and how as the committee moves forward, the application needs to be submitted, noting firm dates for events should be set and paperwork filled out and submitted to the municipality.

2022 Fundraising Schedule

Chair Burke stated this will be worked on as event dates are firmed.

Pool Concept Designs and Public Open House

Chair Burke went through the pool concept presentation.

Member Leach asked the DOO about the housing development to the east of the proposed site of the pool and if they will be required to have fencing. The DOO explained the fencing will be on township property.

Member Leach asked about accessibility and if a lift apparatus will be included. The DOO stated all designs have accessibility components such as a ramp, beach entry, etc. The DOO explained that the Township purchased a portable lift in 2019 with funds from the County of Wellington Accessibility fund and that it can be brought to the new pool should the need be identified. Member Leach asked about Concept 2 and the washroom with accessibility from the sidewalk and if that is necessary. The DOO explained that it is just an idea and there will be explicit questions in a survey that goes out to see who favors it as there are washrooms across the street at the Campbell DeVore Pavilion.

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Member Leach asked for a ballpark figure on the cost. The DOO answered it is in the magnitude of \$5.5 million and council has approved \$576 thousand to get a detailed design done this year.

Member Leach asked if the municipality will move ahead with this facility if a new council is elected. The DOO explained that there is a political risk, but current council supports it. Member Leach also asked what will happen to the existing pool. The DOO answered that there are ideas of it being repurposed but it is yet to be determined.

OTHER BUSINESS/ROUNDTABLE

Wednesday, March 23, 2022, 5:30pm to 7:00pm

Open House to Review and Discuss Pool Concepts – Lower Leisure Hall at the Mount Forest & District Sports Complex

Member McFarlane asked if the committee is planning on attending the open house and setting up a booth. Chair Burke suggested there isn't enough merchandise at this time to set up a booth, but Committee is encouraged to attend the meeting to provide feedback.

NEXT MEETING

Tuesday April 5, 2022 at 7:00PM zoom

ADJOURNMENT

RESOLUTION: MFA 2022-010

Moved: Member Doney

Seconded: Member McFarlane

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of March 1, 2022 be adjourned at 9:16 p.m..

Carried