

THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
AUGUST 23, 2022 @ 7:00 P.M.
BILL MOODY PARK MOUNT FOREST

Committee Members Present:

Sherry Burke, Councillor, Chairperson
Andy Lennox, Mayor, ex-officio
Shelley Weber, Public Member
Jessica McFarlane, Public Member
Vern Job, Lions Member
Al Leach, Lions Member

Regrets:

Lori Doney, Public Member
Ray Tout, Lions Member

Staff Present:

Matthew Aston, Director of Operations
Mandy Jones, Interim Manager, Programming Community Engagement
Jessica Turnbull, Administrative Assistant

Guests:

Dan Yake, Councillor
Steve McCabe, Councillor

CALLING THE MEETING TO ORDER

Chair Burke called the meeting to order at 7:00 p.m.

ADOPTION OF THE AGENDA

RESOLUTION: MFA 2022-016

Moved: Member Leach

Seconded: Member McFarlane

THAT the agenda for the August 23, 2022 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

Approved at the July 25, 2022 Meeting of Council

Mount Forest Aquatics Ad-Hoc Advisory Committee Meeting of July 12, 2022

RESOLUTION: MFA 2022-017

Moved: Member Job

Seconded: Member Weber

THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the Minutes from the July 12, 2022 committee meeting.

CARRIED

BUSINESS ARISING FROM THE MINUTES

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Promotional Items

Chair Burke has all swag at her home which was collected from member Hewson. Chair Burke explained that she would like to work with someone more tech savvy to post to social media platforms. A complete inventory will be disclosed at the next meeting. There are a few more farmers' market days where swag could be sold at the Lions Club tent.

Member McFarlane has emailed Sharon Wagner to see if the swag could be added to the Mount Forest Chamber website via Shopify which is an e-commerce platform. This would entail taking photos of the swag items and allow the public to purchase them online.

Councillor McCabe enquired how much has been sold and it was stated at the last meeting that there is just over \$10,000 in the bank account.

MacDonald-Schwindt Splash Pad Naming Ceremony

Member Job updated the committee about the ceremony adding it was a great day, with amazing turnout.

Future Fundraising Opportunities

Fall Event – You've Been Flocked

Member McFarlane shared a draft flyer for the Fall You've Ben Flocked campaign. The event is to take place on September 18th through Oct 2nd. The flyer and the fundraiser form are the same as previously used with the exceptions of a few added details such as the where to make the cheques payable to, the e-transfer email and a box for tax receipts.

Member McFarlane suggested to reach out to 88.7 The River to see if they are okay with being the drop off location again.

Member McFarlane explained that the deadline to advertise in the Bizbull has passed but advertising in the Advertiser is still a possibility as it would target community members not on social media. The deadline is generally two weeks for the advertiser.

Chair Burke suggested Member Weber bring the previous Advertiser quote to the next meeting for discussion. The Interim Manager, Programming and Community Engagement (IMPCE) suggested to submit a media release to the Advertiser along with some photos of the previous campaign. Committee agreed with the idea and staff will support in drafting a media release with support from Chair Burke and Member McFarlane.

Member McFarlane mentioned advertising could be done at the Lions Bingo on Wednesday evenings or at the Seniors Socials.

Member McFarlane asked committee for support on volunteering with logistics as there was some difficulty with organizing them last event. The Committee requested the contact information of individuals that completed the Pool survey in the spring that were interested in

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volunteering with fundraising efforts. Staff will provide Chair Burke and Member McFarlane with this information.

The flamingos are currently at the Lion's rental unit and Member Job will check them out to ensure they are all still in good condition.

Committee spoke to the idea of having a maximum distance for setting up the flamingos as it would be easier for the volunteers. Chair Burke suggested that if they are located within Wellington North, they should be allowed to participate in the event. Committee agreed.

Member Job will be away September 17th - 24th

Member Job inquired about the "top-up programs" where individuals are asked to support various charities at stores such as No Frills. Member Weber is familiar with the program, as they ran one for the Christmas Bureau at No Frills. The program had cashiers ask if customers wanted to donate towards the Christmas bureau, if yes, the cashiers would scan a barcode and the amount would be added to the customers bill.

Member Weber suggested a paint night which is currently only offered via zoom but will wait to see if they'll be doing it in-person soon.

IMPCE reminded Committee of the fundraising calendar. Chair Burke explained that it could be pursued for 2024 and Committee can look to organize it starting the beginning of 2023.

Direction to Staff: to include the Calendar as a standing item on all future agendas

Membership Update

Chair Burke informed Committee that she accepted the resignations of Member Jayme Hewson, and Member Larissa Lamont.

Committee was asked to think of two additional individuals that could join as public members.

ITEMS FOR CONSIDERATION

Financial Update

\$10,000 is the last figure mentioned from Member Tout. An update will be provided at the next meeting.

OTHER BUSINESS/ROUNDTABLE

Discussion at Council regarding the Mount Forest Outdoor Pool and Aquatics Centre

The Director of Operations provided an update on the new pool concept design and explained that it will be presented to council next Monday. He clarified that it is a tamed down concept three. Member McFarlane mentioned the climbing wall and is concerned about where it might be located based on the current site plan, she believes it is an important feature to have for the kids. The Director of Operations explained that staff are focused on getting the base drawings and the rock wall feature will have to be fundraised for; the location will not be a problem.

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Mayor Lennox inquired about the appetite for fundraising capacity from the community. Member Leach expressed that Council should consider engaging a professional fundraising firm to support in the collection of donations to reach a higher fundraising goal. This Committee is excited to have \$10,000 in the bank and is looking forward to additional fundraisers. The new pool is two or more years away from being constructed. Staffing remains a challenge for the pool operations. Member Job asked what Councils' perspective is on the dollar value for fundraising. Mayor Lennox stated there is not one in place, but the prices are beyond what was expected. There is potential to seek provincial or federal funding, however timelines and provincial/federal priorities may not align. Member Leach suggested that the community be re-surveyed once a final pool concept is chosen with a dollar figure attached. Member McFarlane mentioned that it will be easier to fundraise once a concept and design is chosen and can be displayed.

The IMPCE invited Committee to the Volunteer and Newcomer Celebration on September 23rd from 11:00am – 1:00pm at the Mount Forest & District Sports Complex. Community groups and organizations are also welcome to come and setup a booth. The meal will be catered and is free, but registration is required.

NEXT MEETING

September 13, 2022 @ 7pm
Location TBD

ADJOURNMENT

RESOLUTION: MFA 2022-018

Moved: Member MacFarlane

Seconded: Member Weber

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of August 23, 2022 be adjourned at 8:10 p.m.

CARRIED