

THE CORPORATION OF THE
TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
APRIL 25, 2023 @ 7:00 P.M.
MOUNT FOREST FIRE HALL, 381 MAIN ST N.

Committee Members Present:

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

Ray Tout, Lions Member (7:38pm Arrival time)

Guests: Jenna Bowden

Regrets: Brooke Lambert, Chief Administrative Officer
Dale Small, Economic Development Officer
Andy Lennox, Mayor

Staff Present: Tom Bowden, Recreation Services Manager
Tasha Grafos, Community Recreation Coordinator

CALLING THE MEETING TO ORDER

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

ADOPTION OF THE AGENDA

RESOLUTION: MFA 2023-009

Moved: Member McFarlane

Seconded: Member Weber

THAT the agenda for the April 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

Approved at the April 17, 2023, Meeting of Council

RESOLUTION: MFA 2023-010

Moved: Member Leach

Seconded: Member Job

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the March 21, 2023, committee meeting.

CARRIED

BUSINESS ARISING FROM THE MINUTES

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Project Costing & Updates; Staff will follow workplan with more detailed cost estimates by Summer 2023

Chair Burke explained that Report OPS 2023-001 was passed by Council and received for information earlier this year by Ad Hoc Committee and highlighted at the last meeting of this committee by the CAO.

There were some expectations from this committee for this meeting that there would be further information concerning a “firm price” for the cost of the pool and what the next steps staff would be taking.

At this point, staff are still working under the direction of the workplan presented in Report 2023-001, which provides that an “Architect completes design development and provides probable cost estimate to plus or minus ten percent” for Summer 2023.

An additional workplan item discussed by Chair Burke and shared with staff that a goal for a formal presentation to the Lions Club in the Fall of 2023; that would include both the Township’s workplan and this Committee’s Fundraising efforts to date and Fundraising Strategy. This would be a presentation similar to the Splash Pad presentation.

“Having a goal of Fall 2023 for this presentation gives us time to fully develop a strategy and be able to have a confident presentation available.”

A discussion amongst the committee took place concerning “hard numbers” for the pool, the Lions presentation, and the tender process. It was reiterated that Summer 2023 was the plan to have a more accurate cost for the pool and a fundraising amount for this group. Discussion around the tender was had, explaining this is one of the final steps of the project. The tender goes out when we are ready to build.

Chair Burke explained that she and the CAO have spoken in length about the plan and is confident that staff will work through the plan to get us where we need to be.

“Future Home Of” Signage

Chair Burke presented the image of the “Future Home of...” sign for the pool:



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Overall, the committee was pleased with this design and offered only two minor edits, one that the Lions logo be switched to a black and white version and two, that the MF pool logo be in black rather than blue.

The committee agreed to two 4' x 8' panels (\$440 per panel plus HST) for the construction of the sign, that would be mounted at a 90-degree angle together.

In addition to the production cost of the sign from Marcc Apparel, there will be additional costs for assembly and installation of the sign at the site.

Comment from Member Job, Lions logo needs to be approved by Club. It can be discussed at the next meeting of the Lions. However, Marcc does have an authorizing letter allowing them to use the Lions logo, so if the sign was undertaken by Marcc, they are permitted to use the logo.

Chair Burke clarified that the quote and draft were prepared by Marcc and the intent would be to use Marcc to create this sign.

RESOLUTION: MFA 2023-011

Moved: Member McFarlane

Seconded: Member Weber

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee approves the design of the Future Home of the Mount Forest Pool sign with the minor edits to the Lions and MF Pool logo, making the Lions logo black and white and the MF Pool logo black;

FURTHER THAT the committee approves the signage be ordered as two 4' x 8' panels at \$440 each plus HST, from Marcc Apparel and installed as soon as possible;

AND FURTHER THAT staff be directed to get a quote for the installation, including posts, mounting materials, assembly, and the physical installation of the sign at the Future Pool site;

AND FURTHER THAT the committee ask the Township of Wellington North Council to reimburse the committee for the costs associated with the production and total installation of this sign.

CARRIED

Fundraising Campaign Strategy: events, pathway bricks, benches, etc.

Professional Fundraising Consultant: is this a full-service requirement or just a possible training opportunity.

Develop a full Fundraising Strategy to be approved by Council.

Completion Date for Strategy.

Move forward as a committee to fundraise the targeted funds.

Calendar more information.

Chair Burke lead a conversation about future and immediate needs for fundraising ideas. This conversation resulted in the following decisions regarding Fundraising efforts:

THE CORPORATION OF THE
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MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
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- Possible Fundraising efforts broken into Sponsorship levels of support and awareness efforts being the sale of such items as Pool Swag, Calendars, etc.
 - These levels of support need to be defined by the group and strategized.
- The committee is working on producing a calendar as an additional fundraising awareness piece, for this fall. Chair Burke is looking for some committee members to assist with this project to have the calendar ready for sale in September. A plan is to be developed by the Committee on how to approach sponsors, getting the pictures, etc. The group decided that sponsorship of a page would be \$250.00.
- A variety of other fundraising ideas were discussed, pathway bricks, steak dinner, music and holiday events. The Committee members were tasked to bring further details and work plans to the next meeting. Discussion was also had to start compiling a calendar of events, for community awareness and to avoid conflicts with other fundraising groups.
- The “You’ve been Flocked” project was brought up and it was suggested by Member Tout that the committee try to push to promote this event over a 5 – 6-week period in the summer. Member McFarlane expressed that she would need assistance and Member Tout and Chair Burke agreed. This project will need more discussion at the next meeting.

Chair Burke discussed the development of a fundraising strategy; as a process that will not be completed in one meeting. As a committee we need to decide on whether there is a need for a Fundraising Consultant, whether that is a workshop to provide to assist with the fundraising strategy and its footprint or as a full service. This needs to be expressed in the fundraising strategy; and the committee was asked to think about the strategy and when this strategy will be presented to Council.

It was agreed that the smaller projects, now referred to as Awareness Efforts, like calendars, swag, etc. are all high effort but don’t necessarily have high yields. These ideas are still important to include the community members who aren’t big business and want to support the project.

The committee needs to develop an approach on how to attain higher levels of support from big companies in our community that want to donate.

Chair Burke went back to the topic of a professional fundraiser and the committee gave direction to for staff to attain quotes for professional services that would understand our smaller / rural community. This quote should include the levels of service and the fee associated; to conduct a workshop for the committee to learn more, and possible fees, for full-service consultation for the project.

The Direction to staff is to research fundraising professionals familiar with our landscape and community and request quotes for the different services they offer.

New Members & Committee Champions:

Social Media Coordinator, Volunteer Coordinator, Etc.

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MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
APRIL 25, 2023 @ 7:00 P.M.
MOUNT FOREST FIRE HALL, 381 MAIN ST N.

Chair Burke has a list of volunteers that are ready to assist this committee with fundraising efforts. There needs to be more presence at community events with SWAG. And the committee needs someone to act as a social media coordinator. The idea of sub-committees was discussed and will be brought up again at a future meeting.

Communication Strategy

- **What kind of information should be on Township website?**
- **FAQs: what are the questions committee members hear most often? Provide information to staff, what the FAQs are and responses. Posted to website, handout, etc.?**
- **Next Steps.**

This committee is asked to submit questions they feel they are asked most often about the pool to the Community Recreation Coordinator. Those questions so far are:

- Where is the location of the new pool?
- Why is the price tag so big?
- Why is it an outdoor vs an indoor pool?
- Why can't the old pool be fixed? (link to Council meeting discussion, AODA requirements for 2024, space/parking, etc.)
- How much of the property tax increase is for the pool? (the committee would like this answered in terms of dollars per average tax bill not a percentage)

These questions will be answered by Township staff and made available on a FAQ section for the pool on the website.

Committee members would then direct anyone asking them questions to visit the site for responses.

A printed copy of the FAQs should also be made available to members for any events they attend as a member of this committee.

These FAQs would also be featured in a cross promotion between Township and Committee social media.

NEXT STEPS:

Staff will advise this committee when the "Future Home of the Mount Forest Pool" sign is ready to be installed. The committee would like to hold an unveiling of the sign event that includes a BBQ, selling swag, and entertainment.

This committee needs to compile an official list of planned events, get them booked, and then begin advertising for the events.

The committee is actively recruiting new members.

ITEMS FOR CONSIDERATION

Financial Update

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March 2023 Statement, February 28 – March 31, 2023. Opening Balance \$11,442.96, closing balance \$13,744.58.

Interest earned \$42.57

Donations

For receipts, donations are deposited to the Municipal account. These are not reflected on these statements but are tracked in our accounts.

Account Information

RESOLUTION: MFA 2023-012

Moved: Member McFarlane

Seconded: Member Weber

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

CARRIED

OTHER BUSINESS/ROUNDTABLE

Member Job has spoken to Wellington Advertiser reporter, Jordan Snobelen. Jordan has expressed an interest in writing an article with this committee to highlight the many positives that come from the pool project. Once we are ready with the fundraising strategy, Member Job will reach out to Jordan again to coordinate this article.

Recreation Services Manager brought to the committee's attention that there will be some construction activity happening around the old pool as the water standpipe is serviced and painted in the coming weeks. He further explained that there is staff direction to begin gathering quotes for the decommissioning process of the old pool.

NEXT MEETING

May 30, 2023, at 7pm at the Mount Forest & District Sports Complex, Meeting Room.

ADJOURNMENT

RESOLUTION: MFA 2023-013

Moved: Member Doney

Seconded: Member Weber

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of April 25, 2023, be adjourned at 9:06pm.

CARRIED