

**THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH  
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE  
AGENDA  
TUESDAY, JUNE 13, 2023 @ 7:00 P.M.  
MEETING ROOM, MOUNT FOREST & DISTRICT SPORTS COMPLEX**

SUBJECT	PAGE	LEAD	ACTION
<b>Calling to Order</b>		Chair	
<b>Adoption of Agenda</b>			
Recommendation: THAT the agenda for the June 13, 2023, Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed.		Chair	Resolution
<b>Disclosure of Pecuniary Interest</b>		Chair	
<b>Minutes of Previous Meeting</b>			
Approved at the May 8, 2023, Meeting of Council Recommendation: THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the April 25, 2023, committee meeting.	001	Chair	Resolution
<b>Business Arising from the Minutes</b>			
Future Home of Mount Forest Pool signage Update and plan for unveiling event.		Chair	
Update on recruiting new members Committee Champions Corporate Sponsorship Social Media Fundraisers Community Engagement		Chair	
Fundraising Campaign Strategy: Update on Fundraising Strategy, including professional services vs internal, grant research and donor naming/recognition suggestions		Manager Community & Economic Development	
FAQs & Website Page		CRC	
<b>Items for Consideration</b>			
Financial Update Donations Account Information	007	Committee Treasurer	Resolution

Recommendation: THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the verbal financial update.			
<b>Other Business/Roundtable</b>			
<b>Next Meeting</b>			
Tuesday July 25, 2023		Chair	
<b>Adjournment</b>			
Recommendation: THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of June 13, 2023, be adjourned at p.m.		Chair	Resolution

001

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**

**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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003

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:

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004

- 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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005

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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006

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





ROYAL BANK OF CANADA  
P.O. BOX 4047 TERMINAL A  
TORONTO ON M5W 1L5

# Business Account Statement

RBDDA30000\_4822557 E D 00202 00019

April 28, 2023 to May 31, 2023

THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH  
MOUNT FOREST AQUATICS AD HOC ADVISORY COMMITTEE  
7490 SIDEROAD 7 W  
PO BOX 125  
KENILWORTH ON N0G 2E0

**Account number:** [REDACTED] [REDACTED]

**How to reach us:**

Please contact your RBC Banking representative or call  
1-800-Royal®2-0  
(1-800-769-2520)  
[www.rbcroyalbank.com/business](http://www.rbcroyalbank.com/business)

## Account Summary for this Period

### Business Current Account

#### Royal Bank of Canada

199 GEORGE ST-PO BOX 190, ARTHUR, ON N0G 1A0

Opening balance on April 28, 2023	\$13,795.43
Total deposits & credits (1)	+ 54.98
Total cheques & debits (1)	- 994.40
<b>Closing balance on May 31, 2023</b>	<b>= \$12,856.01</b>

## Account Activity Details

Date	Description	Cheques & Debits (\$)	Deposits & Credits (\$)	Balance (\$)
	<b>Opening balance</b>			<b>13,795.43</b>
01 May	Deposit interest		54.98	13,850.41
24 May	Cheque - 5	994.40		12,856.01
	<b>Closing balance</b>			<b>12,856.01</b>

**Deposit Interest Earned: \$54.98**



# 008 Business Account Statement

April 28, 2023 to May 31, 2023

Account number: [REDACTED] [REDACTED]

Serial #: 5

Amount: \$994.40

000005  
 THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH  
 DATE 20 23-05-18  
 Y Y Y V M M D D

PAY TO: *Maree Apparel Company Inc.* \$ 994.<sup>40</sup>/<sub>100</sub>  
 the order of *Maree Apparel Company Inc.* 40  
 40 DOLLARS

ROYAL BANK OF CANADA  
 ARTUR GIMBERT  
 195 GEORGE ST. P.O. BOX 180  
 WINDSOR ON. N9G 1G0

THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH  
 PER: *[Signature]*

RE: *Invoice #83849 756N*

PER: *[Signature]*

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Endorsement - Signature or Stamp

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TDCT BRN 30642  
 20230524 BRN: 0121-441-563  
 CR: 30642-5123012

BACK/VERSO