

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

Committee Members Present:

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

Guests: Steve McCabe, Councillor (arrived at 7:04)

Regrets: Ray Tout, Lions Member
Laurie Doney, Public Member
Brooke Lambert, Chief Administrative Officer
Andy Lennox, Mayor

Staff Present: Dale Small, Manager, Community & Economic Development
Tasha Grafos, Community Recreation Coordinator
Jessica Turnbull, Administrative Assistant

CALLING THE MEETING TO ORDER

Chair Burke called the meeting to order at 7:02 p.m.

ADOPTION OF THE AGENDA

RESOLUTION: MFA 2023-014

Moved: Member Leach

Seconded: Member Job

THAT the agenda for the June 13, 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 May 8, 2023, Meeting of Council

RESOLUTION: MFA 2023-015

Moved: Member McFarlane

Seconded: Member Weber

THAT the Mount Forest Aquatics Ad Hoc Advisory Committee receive for information the Minutes from the April 25, 2023, committee meeting.

CARRIED

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BUSINESS ARISING FROM THE MINUTES

Future Home of Mount Forest Pool signage

Chair Burke told the committee that the sign was complete and ready for installation. She asked if the committee would like to align the installation with an unveiling event or install the sign as soon as possible as it would be nice to have it up this Saturday, June 17th, for the Hospital Gala.

Member Leach mentioned that committee can have the official unveiling anytime and agreed it should be installed as soon as possible. The committee directed staff to contact a contractor to install the sign. Member McFarlane added to let her know when the sign is installed so that she can make a post on social media before any community members post it.

Committee Champions

Chair Burke discussed who is going to be on the corporate fundraising team as there are public members that worked on the splash pad interested in joining. There are roles that will need to be filled such as fundraisers, community engagement, volunteer engagement, social media and event coordinator, and an information coordinator that would compile lists and help rally volunteers as well as help with social media.

Member McFarlane likes the idea of each person having a role and it would be nice to break it down and volunteered to be apart of the corporate donation team.

Member Weber suggested a calendar of coming events just for committee to keep track.

Member McFarlane started a calendar and is happy to update. She agreed to work as the social media and information coordinator.

Fundraising Campaign Strategy: Update on Fundraising Strategy, including professional services vs internal, grant research and donor naming/recognition suggestions.

The Manager of Community & Economic Development is to prepare a full fundraising strategy that will need to be endorsed by this committee and approved by council.

Currently Tammy Stevenson, Senior Project Manager is taking on the conceptual design of the pool working towards the detailed design to take back to council. The MCED discussed two key items for fundraising, doing it internally or externally by contacting a professional firm. It is good to have defined roles and responsibilities for members and if doing the fundraising internally the township would still most likely be looking at the recruitment of a development officer for supporting the committee.

The MCED has reached out to five professional firms and has received one proposal back thus far. Based on the sample it would be \$325,000 to hire the firm which excludes travel and project related costs, to be implemented over 18 months in 4 different phases. The company has experience with recreational type facilities and municipalities.

The MCED explained that another key area to focus on is grant applications. There are professional companies that will undertake grant application – they require no fees up front and if they have success, they take 10%.

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Member Renken asked if hiring the fundraising firm would mean there is a guaranteed amount of return. The MCED explained that there is no guarantee on reaching the goal amount but there is a proven success level for process and leadership.

Chair Burke asked if this company would do workshops to assist with corporate donations. The MCED stated the first 10 weeks would be undertaking this type of work with the group.

Member Leach mentioned he is interested in seeing more quotes and questioned whether the choice of firm is at the decision of this committee or council. The MCED explained that Council would look for committees' suggestion and that they are going to look through the staff report and recommendations on the best approach.

The MCED presented the committee with a donor scale document and welcomes feedback.

Member McFarlane suggested lowering some donor items so that it opens donations to more community members.

Member Job echoed member McFarlane in suggesting lowering the donor scale for some items.

Member McFarlane suggested keeping it as a range and not fixed numbers for items.

Member Leach added that donors should be permitted to give over a timeframe such as three – five years. He then asked if hiring a consultant, would they be looking to fundraise for the full pool expense and not just this committee's responsibility.

The MCED thought this was a great question and suggested that if moving forward with a consultant the full price of the pool be the target.

The CRC interjected that the Architects expect to have an up-to-date dollar figure within 6 weeks.

Member Renken questioned if committee or the consultants did manage to surpass the goal could there be an option to increase the lanes to five for swim meets.

The Chair explained that any money surpassed the goal would likely go to adding or upgrading amenities.

Member Renken asked if an amenity could be a cover on the pool to extend the usage of the facility.

The CRC explained that in the Recreation Master Plan it discusses this topic and it not a recommended or has it been a successful venture with any municipality.

Member Weber highlighted that the township could still have a swim team but would not be able to host meets.

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FAQs & Website Page

The CRC detailed the future page for the pool on the township website. It will most likely be a subpage of the capital projects. Member McFarlane suggested to share when the page is finalized with the social media coordinator.

ITEMS FOR CONSIDERATION

Financial Update

Currently \$12,856.01 in the account with a cheque made out to Marc apparel for \$994.40 that will be reimbursed by the municipality.

RESOLUTION: MFA 2023-016

Moved: Member Leach

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 suggested next meeting members should bring ideas of what they want to be involved in.

Chair Burke suggested members buy swag as it is important to sport the apparel for awareness. Chair Burke will be at the Farmers Market this Saturday with a booth.

NEXT MEETING

Tuesday July 25, 2023 at 7:00PM

ADJOURNMENT

RESOLUTION: MFA 2023-017

Moved: Member McFarlane

Seconded: Member Renken

THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of June 13, 2023, be adjourned at 8:29 p.m.

CARRIED