

**THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE AGENDA
MONDAY, JULY 7, 2025 @ 6:30 P.M.
MEETING ROOM, MOUNT FOREST AND DISTRICT SPORTS COMPLEX**

SUBJECT	PAGE	LEAD	ACTION
Call to Order and Adoption of Agenda			
Recommendation: THAT the agenda for the July 7, 2025, Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed.		Chair Burke	Resolution
Declaration of Pecuniary Interest			
		Chair Burke	
Minutes of Previous Meeting – April 29, 2025			
Accepted by Council at the June 2, 2025 Meeting of Wellington North Council Recommendation: THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the Minutes from the April 29, 2025, committee meeting.	001	Chair Burke	Resolution
Corporate Donor Update			
Recommendation: THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the verbal update on presentations made to local organizations since the last committee meeting.		Members Tout and Leach	Resolution
Community Sport and Recreation Infrastructure Fund			
Recommendation: THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the verbal update from staff on the application made to the Community Sport and Recreation Infrastructure Fund – Stream 2.		Staff	Resolution
Fundraising Sub-Committee Update			
Recommendation: THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the verbal update from the Fundraising Sub-Committee on plans for future community fundraising events.		Committee	Resolution
Newsletter Update			
Recommendation:		Staff	Resolution

<p>THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive Report C&ED 2025-023 on the Mount Forest Outdoor Pool Newsletter;</p> <p>AND THAT the Committee provide Staff direction on which method to use for the delivery of the newsletter;</p> <p>AND FURTHER THAT funds to cover these expenses will come out of the Mount Forest Aquatics Ad-Hoc Advisory Committee Bank Account.</p>	004		
Review of Charitable Donations Receipt Policy			
		Staff	
Financial Statements			
<p>Recommendation:</p> <p>THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the financial update.</p>	017	Staff	Resolution
Other Business/Roundtable			
		All	
Next Meeting Dates			
Schedule date for next committee meeting		Chair Burke	
Adjournment			
<p>Recommendation:</p> <p>THAT the Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of July 7, 2025, be adjourned at p.m.</p>		Chair Burke	Resolution

**THE CORPORATION OF THE TOWNSHIP OF WELLINGTON NORTH
MOUNT FOREST AQUATICS AD-HOC ADVISORY COMMITTEE MINUTES
TUESDAY, APRIL 29 @ 6:30 P.M.
PLUME ROOM, MOUNT FOREST AND DISTRICT SPORTS COMPLEX**

Committee Members Present:

- Sherry Burke, Councillor, Chairperson
- Laurie Doney, Member
- Al Leach, Mount Forest Lions Club
- Ray Tout, Member
- Jessica McFarlane, Member

Staff in Attendance:

- Mandy Jones, Manager of Recreation, Community and Economic Development
- Mike Wilson, Community Development Coordinator

Regrets:

- Vern Job, Mount Forest Lions Club
- Penny Renken, Councillor, Member

Call to Order
Chair Burke called the meeting to order at 6:35 p.m.
Adoption of Agenda
Moved by Member Leach Seconded by Member Tout THAT the agenda for the April 29, 2025, Township of Wellington North Mount Forest Aquatics Ad-Hoc Advisory Committee meeting be accepted and passed. CARRIED
Declaration of Pecuniary Interest
None declared.
Minutes of Previous Meeting – January 21, 2025
Accepted by Council at the February 24, 2025 Meeting of Wellington North Council Moved by Member Doney Seconded by Member McFarlane THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the Minutes from the January 21, 2025, committee meeting. CARRIED
Corporate Donor Update
Moved by Member Leach Seconded by Member Doney THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the verbal update on presentations made to local organizations since the last committee meeting.

CARRIED

Members Tout and Leach updated the committee on their recent presentations and visits to local businesses and organizations since the January meeting. Member Tout mentioned that they will be following up on previous meetings and plans to arrange new meetings with two local businesses soon. The committee has compiled a list of local businesses they intend to contact.

Financial Statements

Moved by Member McFarlane
Seconded by Member Leach

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

CARRIED

Staff provided a financial update to the committee. The Business Account at Royal Bank in Arthur has a balance of \$17,678.71 as of March 31, and the Township's Mount Forest Pool Donations GL has a balance of \$209,750.00 as of April 28. A total of \$552,000 in pledges are yet to be received. The total funds raised, including pledges, as of April 28 are \$779,428.71.

Member Tout reported he has received approximately \$775 to be deposited into the Mount Forest Pool Donations account from residents.

Community Sport and Recreation Infrastructure Fund

Moved by Member Tout
Seconded by Member Doney

THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive for information the verbal update from staff on the application made to the Community Sport and Recreation Infrastructure Fund – Stream 2.

CARRIED

Staff informed the committee that there has been no correspondence from the province regarding the Community Sport and Recreation Infrastructure Fund application, which was submitted earlier this year for approximately \$2.7 million (50% of the project cost). As of April 28, the fund is still accepting applications, and no announcements have been made by the province. With the provincial and federal elections now complete, staff are hopeful that announcements will be made soon and remain optimistic about receiving good news.

Chair Burke also shared optimism about the grant, noting that meetings with the Ministry of Tourism, Culture and Sport at the AMO Conference and ROMA Conference were well received, with Ministry representatives showing interest and engagement in the conversation.

The committee briefly discussed other grant possibilities, and staff reported that they are continuously seeking grant opportunities for this project

Other Business/Roundtable

None.

Next Meeting

Next meeting will be held at the call of the chair.

Adjournment

Moved by Member Doney
Seconded by Member Leach

THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee meeting of April 29, 2025, be adjourned at 6:59 p.m.

CARRIED



TOWNSHIP OF WELLINGTON NORTH

TO: Mount Forest Aquatics Ad Hoc Committee

DATE: 2025-07-07

MEETING TYPE: Open

SUBMITTED BY: Mike Wilson, Community Development Coordinator

REPORT #: C&ED 2025-023

REPORT TITLE: Mount Forest Outdoor Pool Newsletter

RECOMMENDED MOTION

THAT the Mount Forest Aquatics Ad-Hoc Advisory Committee receive Report C&ED 2025-023 on the Mount Forest Outdoor Pool Newsletter;

AND THAT the Committee provide Staff direction on which method to use for the delivery of the newsletter;

AND FURTHER THAT funds to cover these expenses will come out of the Mount Forest Aquatics Ad-Hoc Advisory Committee Bank Account.

PREVIOUS REPORTS/BY-LAWS/RESOLUTIONS

None

BACKGROUND

Following the April 29, 2025 Mount Forest Aquatics Ad-Hoc Advisory Committee Meeting, staff were asked by the committee to create a draft of a newsletter to be distributed to the community, similar to the one recently distributed by the Louise Marshall Hospital Foundation.

Using the model of the Hospital Foundation newsletter, staff created a draft that included information about the new Mount Forest Outdoor Pool, highlights of recent donations, quotes from supporters of the project, information on how to purchase Mount Forest Pool Swag, and more. This newsletter would be 11" by 17" in size, double sided and folded in the middle to produce a four-page newsletter.

The first draft of the newsletter was reviewed by the Fundraising Sub-Committee at its meeting on June 10. Following that meeting, it was suggested in email correspondence amongst committee members that alternate delivery methods be investigated and quotes obtained.

Staff investigated printing and distribution options for the newsletter, which are summarized below. Detailed breakdowns of each option via Canada Post are included in this report as Attachment A. Wellington Advertiser prices are from their 2025 rate card.

All prices include taxes and other fees, unless otherwise noted.

Distribution Method	Circulation	Cost
Canada Post – Coverage Option 1 * <i>All of Wellington North, Ayton, Clifford and Holstein</i>	8,599	\$2,069.69
Canada Post – Coverage Option 2 * <i>Mount Forest, Ayton and Holstein</i>	5,033	\$1,211.39
Canada Post – Coverage Option 3 * <i>Holstein and Mount Forest</i>	4,443	\$1,069.39
Canada Post – Coverage Option 4 * <i>Mount Forest only</i>	3,996	\$961.80
Wellington Advertiser – Two-Page Spread	40,441	\$5,566.08
Wellington Advertiser – Flyer Insertion * <i>Mount Forest and Holstein</i>	4,271	\$361.97
Wellington Advertiser – Flyer Insertion * <i>Mount Forest only</i>	3,696	\$313.24
Wellington Advertiser – Flyer Insertion * <i>All of Wellington North</i>	5,498	\$465.96
North Wellington Community News – Two-Page Spread	13,887	\$2,904.48
Biz Bull – Four-Page Spread	12,200	\$2,034.00

* These methods do not include the cost of printing.

The table below illustrates the printing costs, as acquired through a request for quote, which is included in this report as Attachment B. Requests were made to two local printing companies for quotes, with only one company providing a quote by meeting time.

Printer	Quantity	Cost
Print One	4,000	\$1,073.50
	4,500	\$1,101.75
	5,100	\$1,124.35
	8,700	\$1,762.80

Below are some things to consider for each delivery method.

Canada Post

Canada Post delivers to each and every mailbox within a specified area, and delivery can be targeted to specific postal codes and delivery routes. This includes apartment buildings, businesses, farms and residential areas. Residents typically review all pieces of mail in their mailbox.

Wellington Advertiser/North Wellington Community News

Both publications have high circulation (great reach) and is delivered weekly to homes. Several residents report that they have not received the paper at their home in weeks or even months due to a lack of carrier. There is also a certain segment of the population who don't even open the paper when they receive it (i.e. it goes straight in the blue box).

It should be noted that the Wellington Advertiser expressed interest in a potential in-kind sponsorship when staff asked for a quote.

Biz Bull

As a monthly publication, the Biz Bull tends to have a longer "on table" life than other publications. Has a high circulation (12,200), and is delivered to every mailbox in Wellington North, as well as Conn, Holstein, Varney and all of Minto. It should be noted that the Biz Bull has also offered to publish a monthly project update (to be curated by the Committee) free of charge.

Another method that staff suggest being used, in addition to print, is having the newsletter available on the Mount Forest Pool Build social media channels and on the Mount Forest Outdoor Pool page on the Township website. That way, this newsletter can be shared with residents and other interested parties outside of the mentioned distribution areas.

CONSULTATION

Mandy Jones, Manager of Recreation, Community and Economic Development
Feedback from Committee Members

FINANCIAL CONSIDERATIONS

Capital – None.

Operating – Funds to cover these expenses will come out of the Mount Forest Aquatics Ad-Hoc Advisory Committee Bank Account. The amount depends on the direction provided to Staff.

Staffing Implications – Some staff time will be needed to create the final draft of the newsletter.

ATTACHMENTS

Attachment A – Canada Post Distribution Areas and Costs

Attachment B – Quote from Print One

Attachment C – Quote from Biz Bull

STRATEGIC PLAN 2024

- Shape and support sustainable growth
How:

- Deliver quality, efficient community services aligned with the Township's mandate and capacity
How:

- Enhance information sharing and participation in decision-making
How:

- N/A Core-Service

Approved by: Mandy Jones, Manager of Recreation, Community and Economic Development



Coverage Option #1

[Print](#) [Close](#)

Canada Post - Business and Residential Counts and Maps

	HOUSES	APARTMENTS	FARMS	TOTAL RESIDENTIAL	BUSINESSES	TOTAL DISTRIBUTION
CANADA	6,083	860	1,270	8,213	386	8,599
Ontario	6,083	860	1,270	8,213	386	8,599
RURAL	6,083	860	1,270	8,213	386	8,599
N0G 1A0 Arthur PO	1,544	203	291	2,038	90	2,128
LB0001 ARTHUR	782	45	8	835	81	916
RR0001 ARTHUR	133	0	57	190	2	192
RR0002 ARTHUR	102	0	89	191	1	192
RR0003 ARTHUR	64	0	58	122	3	125
RR0004 ARTHUR	88	0	79	167	3	170
SS0001 ARTHUR	375	158	0	533	0	533
N0G 1C0 Ayton PO	449	22	104	575	15	590
LB0001 AYTON	204	18	3	225	10	235
RR0001 AYTON	39	2	22	63	1	64
RR0002 AYTON	71	0	40	111	0	111
RR0003 AYTON	135	2	39	176	4	180
N0G 1M0 Clifford PO	753	60	202	1,015	25	1,040
LB0001 CLIFFORD	347	38	1	386	23	409
RR0001 CLIFFORD	95	0	65	160	0	160
RR0002 CLIFFORD	47	0	43	90	0	90
RR0003 CLIFFORD	264	22	93	379	2	381
N0G 1R0 Durham PO	350	7	83	440	7	447
GD0001 HOLSTEIN	148	7	6	161	2	163
RR0001 HOLSTEIN	76	0	39	115	3	118
RR0002 HOLSTEIN	126	0	38	164	2	166
N0G 2E0 Kenilworth PO	236	0	160	396	2	398

GD0001 KENILWORTH		0	0	1		
LB0001 KENILWORTH	45	0	0	45	0	45
RR0002 KENILWORTH	80	0	75	155		156
RR0004 KENILWORTH	110	0	85	195	0	195
N0G 2L0 Mount Forest PO	2,751	568	430		247	
LB0001 MOUNT FOREST	100	195		296		450
RR0101 MOUNT FOREST	21	0	43	64		64
RR0102 MOUNT FOREST	223	0		384		388
RR0103 MOUNT FOREST	84	0	53	137	2	139
RR0104 MOUNT FOREST	227	0	165	392	9	401
RR0105 MOUNT FOREST	92	0	7	99		100
SS0001 MOUNT FOREST	353	179	0	532	28	560
SS0002 MOUNT FOREST	832	180	0	1,012	25	1,037
SS0003 MOUNT FOREST	696	4	0	700	24	724
SS0004 MOUNT FOREST	123		0	133	0	133

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8,599 copies

Total cost: \$2,069.69 (tax included)

** Does not include the cost of printing

Coverage area includes Arthur, Ayton, Clifford, Holstein, Kenilworth and Mount Forest.



Coverage Area #2

[Print Close](#)

Canada Post - Business and Residential Counts and Maps

	HOUSES	APARTMENTS	FARMS	TOTAL RESIDENTIAL	BUSINESSES	TOTAL DISTRIBUTION
CANADA	3,550	597	617	4,764	269	5,033
Ontario	3,550	597	617	4,764	269	5,033
RURAL	3,550	597	617	4,764	269	5,033
N0G 1C0 Ayton PO	449	22	104	575	15	590
LB0001 AYTON	204	18	3	225	10	235
RR0001 AYTON	39	2	22	63	1	64
RR0002 AYTON	71	0	40	111	0	111
RR0003 AYTON	135	2	39	176	4	180
N0G 1R0 Durham PO	350	7	83	440	7	447
GD0001 HOLSTEIN	148	7	6	161	2	163
RR0001 HOLSTEIN	76	0	39	115	3	118
RR0002 HOLSTEIN	126	0	38	164	2	166
N0G 2L0 Mount Forest PO	2,751	568	430	3,749	247	3,996
LB0001 MOUNT FOREST	100	195	1	296	154	450
RR0101 MOUNT FOREST	21	0	43	64	0	64
RR0102 MOUNT FOREST	223	0	161	384	4	388
RR0103 MOUNT FOREST	84	0	53	137	2	139
RR0104 MOUNT FOREST	227	0	165	392	9	401
RR0105 MOUNT FOREST	92	0	7	99	1	100
SS0001 MOUNT FOREST	353	179	0	532	28	560
SS0002 MOUNT FOREST	832	180	0	1,012	25	1,037
SS0003 MOUNT FOREST	696	4	0	700	24	724
SS0004 MOUNT FOREST	123	10	0	133	0	133

5,033 copies

Total cost: \$1,211.39 (taxes included)

** Does not include the cost of printing

Coverage area includes Ayton, Holstein and Mount Forest



Coverage Area #3

[Print](#) [Close](#)

Canada Post - Business and Residential Counts and Maps

	HOUSES	APARTMENTS	FARMS	TOTAL RESIDENTIAL	BUSINESSES	TOTAL DISTRIBUTION
CANADA	3,101	575	513	4,189	254	4,443
Ontario	3,101	575	513	4,189	254	4,443
RURAL	3,101	575	513	4,189	254	4,443
N0G 1R0 Durham PO	350	7	83	440	7	447
GD0001 HOLSTEIN	148	7	6	161	2	163
RR0001 HOLSTEIN	76	0	39	115	3	118
RR0002 HOLSTEIN	126	0	38	164	2	166
N0G 2L0 Mount Forest PO	2,751	568	430	3,749	247	3,996
LB0001 MOUNT FOREST	100	195	1	296	154	450
RR0101 MOUNT FOREST	21	0	43	64	0	64
RR0102 MOUNT FOREST	223	0	161	384	4	388
RR0103 MOUNT FOREST	84	0	53	137	2	139
RR0104 MOUNT FOREST	227	0	165	392	9	401
RR0105 MOUNT FOREST	92	0	7	99	1	100
SS0001 MOUNT FOREST	353	179	0	532	28	560
SS0002 MOUNT FOREST	832	180	0	1,012	25	1,037
SS0003 MOUNT FOREST	696	4	0	700	24	724
SS0004 MOUNT FOREST	123	10	0	133	0	133

4,443 copies

Total cost: \$1,069.39 (taxes included)

** Does not include the price of printing

Coverage includes Mount Forest and Holstein

4,



Area #4

Coverage Area #4

[Print](#) [Close](#)

Canada Post - Business and Residential Counts and Maps

	HOUSES	APARTMENTS	FARMS	TOTAL RESIDENTIAL	BUSINESSES	TOTAL DISTRIBUTION
CANADA	2,751	568	430	3,749	247	3,996
Ontario	2,751	568	430	3,749	247	3,996
RURAL	2,751	568	430	3,749	247	3,996
N0G 2L0 Mount Forest PO	2,751	568	430	3,749	247	3,996
LB0001 MOUNT FOREST	100	195	1	296	154	450
RR0101 MOUNT FOREST	21	0	43	64	0	64
RR0102 MOUNT FOREST	223	0	161	384	4	388
RR0103 MOUNT FOREST	84	0	53	137	2	139
RR0104 MOUNT FOREST	227	0	165	392	9	401
RR0105 MOUNT FOREST	92	0	7	99	1	100
SS0001 MOUNT FOREST	353	179	0	532	28	560
SS0002 MOUNT FOREST	832	180	0	1,012	25	1,037
SS0003 MOUNT FOREST	696	4	0	700	24	724
SS0004 MOUNT FOREST	123	10	0	133	0	133

3,996 copies
 Total cost: \$961.80 (taxes included)
 ** Does not include the price of printing
 Coverage area is Mount Forest only

Mike Wilson

From: John Bennis <jbennis@wightman.ca>
Sent: June 18, 2025 12:24 PM
To: Mike Wilson
Subject: quote

Hi Mike,

We are pleased to submit the following quote.

Brochures,
11" x 17"
4/4, 100lb gloss text
fold to 8.5" x 11"
PDF supplied

4000 @ \$950.00
4500 @ \$975.00
5100 @ \$995.00
8700 @ \$1560.00

plus hst

Thanks John

Print One
112 Main St. N., Mount Forest
N0G2L0
(519)323-4858
jbennis@wightman.ca

Mike Wilson

From: Jeff McKee <WriteBizBull@hotmail.com>
Sent: June 19, 2025 11:56 AM
To: Mike Wilson
Subject: Re: Quote for Mount Forest Aquatics Ad-Hoc Advisory Committee

Mike

I would do this for \$450 a page, so \$1800.

Additionally, as we go along, I would encourage the committee to create a monthly update to be shared in the publication (I would treat as news). Pictures would be great. You would need to trust me on 'size' for such a discussion.

Circulation
 11,200

BizBull goes to every mailbox in Wellington North. We also go to Holstein, Conn, Moorefield, some Varney south, Belwood and slices of Mapleton that use the distribution zone as home.

Mount Forest / Conn 4,000
 Holstein 390
 Kenilworth 375
 Arthur 1825
 Belwood 75
 Clifford 925
 Harriston 1165
 Moorefield 475
 Palmerston 1425
 Varney 165
 Stores & sales agents 370

Jeff McKee, Publisher
 BizBull
 519-848-1112

From: Mike Wilson <mwilson@wellington-north.com>
Sent: June 18, 2025 11:47 AM
To: Jeff McKee <writebizbull@hotmail.com>
Subject: Quote for Mount Forest Aquatics Ad-Hoc Advisory Committee

Good morning, Jeff,

The Mount Forest Aquatics Ad-Hoc Advisory Committee has asked me to get some quotes for a "newsletter" they are looking to distribute sometime in the next few months (exact time TBD). I am wondering if you could provide me with a quote for four consecutive full pages, full colour. All four would come camera ready.

The committee has a meeting in early July, where they will consider the quotes before them. If I could get something in the next week or so, that would be greatly appreciated. And if you could include your updated circulation (I have you at 7,800), I would like to include that info in my report to the committee as well.

Thanks,
Mike

Mike Wilson

Community Development Coordinator

Township of Wellington North

7490 Sideroad 7 W, PO Box 125

Kenilworth, ON N0G 2E0

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