



**Meeting:** Terrace Lodge Redevelopment Fundraising Committee  
**Date:** June 25, 2020  
**Time:** 3:00 p.m.  
**Location:** Port Bruce Pavilion

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**Attendees:** Dominique Giguère, Deputy Mayor - Township of Malahide  
Kay Haines, Terrace Lodge Auxiliary  
Peter Barbour, Councillor – Town of Aylmer  
Ruth Anne Perrin, Community Member

**Staff:**  
Tonya Noble, Manager of Program and Therapy Services  
Katherine Thompson, Supervisor of Legislative Services and Community Relations

**Regrets:**  
Jamie Chapman, Councillor - Town of Aylmer  
Fiona Roberts, Municipality of Central Elgin  
Muriel Carrel, Community Member  
Julie Gonyou, Chief Administrative Officer

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## **MINUTES**

### **1. Call to Order**

The Terrace Lodge Redevelopment Fundraising Committee met this 25<sup>th</sup> day of June, 2020 at the Port Bruce Pavilion. The meeting was called to order at 3:00 p.m.

### **2. Review of Agenda**

Moved by: Ruth Anne Perrin  
Seconded by: Kay Haines

Resolved that the agenda be approved as presented.

### **3. Adoption of Minutes – March 11, 2020**

Moved by: Pete Barbour  
Seconded by: Kay Haines

Resolved that the minutes from the meeting held on March 11, 2020 be approved.

- Motion Carried.

### **4. Terrace Lodge Redevelopment Update for Terrace Lodge Fundraising committee**

The Supervisor of Legislative Services and Community Relations presented the report updating the Committee on activities and progress of the Steering Committee including extended timelines as a



result of COVID-19. It was recommended that Elgin County incorporate design changes to address COVID-19 concerns including oxygen, negative pressure rooms, dining room revisions and staff locker room revisions into the redevelopment plans. The Steering Committee has asked the working group to provide a recommendation on design, costing and timing for Council consideration. If approved by Council these changes will result in extended timelines and additional budget.

Moved by: Ruth Anne Perrin

Seconded by: Kay Haines

Resolved that the report from the Chief Administrative Officer titled "Terrace Lodge Redevelopment Update for Terrace Lodge Fundraising Committee" be received and filed.

## **5. Correspondence**

The Committee received correspondence from Paul Shipway, CAO of the Municipality of Bayham indicating that the representative from the Municipality of Bayham Council, Councillor Chilcott, would be unable to continue with the Committee due to time constraints and other commitments.

Moved by: Pete Barbour

Seconded by: Ruth Anne Perrin

Resolved that the Committee draft a letter to Bayham Council, acknowledging receipt of Councillor Chilcott's resignation from the Committee and requesting that in lieu of a Council participant the Councillors reach out to members of the community that they think might be a good fit to join the Committee.

## **6. Member Recruitment – Applications**

The Committee reviewed two applications received by members of the community interested in serving as part of the Terrace Lodge Fundraising Committee.

Moved by: Pete Barbour

Seconded by: Kay Haines

Resolved that the Committee recommend that County Council appoint Jim Jenkins and Richard Kisuule as Community Members of the Terrace Lodge Redevelopment Fundraising Committee.

- Motion Carried.

Both Councillor Barbour and Councillor Chapman of the Town of Aylmer would like to serve on the Committee. Councillor Giguère will consult the Committee Terms of Reference to see if it is permitted to have two Council representatives from the same jurisdiction serve on the Committee. If it is not permitted, the Committee will recommend that Councillor Chapman be appointed to sit on the Committee as a Community Member.



## 7. Update on Online Catalogue Platform Design and Provider

Since the Committee met in March, Councillor Giguère has continued to work behind the scenes with Finance, IT and Administrative staff to set up an online catalogue of fundraising items.

The consultant recommended using Canada Helps, an outside organization, to take donations; however, during an investigation of the platform it was determined that limitations existed. It was decided that the County could set up Laserfiche forms internally to accept donations in once place and issue CRA approved tax receipts. A front facing marketing website will be set up and Laserfiche will be used to collect the donations in the back ground. Staff will be able to give the committee monthly reports on donations. Staff have been asked to track time as staff time used which will be a cost against the project.

The Committee put forward the following questions to be addressed at the next meeting:

- What does the County pay in fees to Visa and Masercard?
- What involvement, if any, does the Aylmer Express want to have in regards to in-kind donations of print materials and design?
- What is the “to-do” list from the consultant?
- Would in-kind donations be accepted (labour instead of money)? If so, what are the list of services needed (gazebo, landscaping etc.)?

## 8. Impacts (Positive and Negative) of Pandemic on our Campaign

Positive	Negative
There is a spotlight on long-term care right now as a result of the Federal report released about the state of long-term care in Ontario. This has created an increased awareness around the needs in long-term care.	Both individuals and businesses are suffering financially right now. There will be cash flow and financial issues that may cause donation amounts to be lesser.
Uncertain times make people want to look for the good in the world. The pandemic may have increased people’s desire to be part of a good news community project.	Uncertainty of the times is making people anxious and they may not want to donate money if they don’t know what the future will hold.
The campaign can highlight needs and generate positive outcomes	It will be more difficult to collect money during the COVID-19 era. There will be no large events and door to door collection will be difficult.
Knowing the need of long-term care there may be more people willing to donate even if the donations are small.	
People are now more comfortable with online avenues as they have been required to adjust rapidly due to the pandemic.	
The pandemic has allowed the Committee some leeway in regards to timing.	



When restrictions are lifted people will be eager to go out to events and become involved in the community.	
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### 9. Updated Timelines – Kick Off

Based on the updated timelines provided by the Terrace Lodge Steering Committee, the Fundraising Committee discussed the positives and negatives associated with launching the campaign at different times.

#### October 2020

Positives	Negatives
October and November are the peak months for giving to charity as the spirit of giving is increased in advance of the holiday season.	With the anticipated construction delays the fundraising campaign launch would not be synchronized with the start of construction.
There is focused media attention on long-term care and people are emotionally invested in long-term care.	May draw attention to construction delays.
Even with construction delays this could be a way to keep momentum on the project going.	Possible second wave of COVID-19.

#### January/February 2021

Positives	Negatives
If construction commences the fundraising campaign could be synchronized with the first shovel in the ground.	This is traditionally the time of year where people give the least to charity.
There are fewer competing media stories at this time of year and the project could get more attention.	There is a sense of letdown after the holiday season and people's spirits are low.
	People have less money to give at this time of year.



### Spring 2021

<b>Positives</b>	<b>Negatives</b>
If construction does start in January, it will be well underway at this time.	The fundraising campaign will be delayed by over 6 months.
Spring is a time of renewal. Good weather lifts people's spirits and will help the campaign be received more positively.	
There may be more certainty surrounding the COVID-19 pandemic by this time. There will have been some time for economic recovery, there will likely be less anxiety and fear surrounding events and gatherings etc.	

The Committee decided to continue planning for the Campaign as if it would launch in October (to ensure preparedness) but put off the final decision until more information can be gathered from the Steering Committee regarding how construction delays may affect fundraising.

#### **10. Future Meetings: best time/location/health and safety considerations**

Councillor Chapman will be consulted as to when is the best time for her to meet. From this feedback a meeting time and location will be determined.

#### **11. Other Business**

None.

#### **12. Next Meeting Date**

The Committee decided to tentatively set a meeting for sometime during the week of July 20-24, 2020. Calendar invitations will follow.

#### **13. Adjournment**

Moved by: Ruth Anne Perrin  
Seconded by: Kay Haines

Resolved that the meeting adjourn at 4:15 p.m. to meet at a date to be determined.

- Motion Carried.



ElginCounty  
*Progressive by Nature*

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Julie Gonyou,  
Chief Administrative Officer.

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Dominique Giguère,  
Chair.