



Meeting: Terrace Lodge Redevelopment Fundraising Committee

Date: January 18, 2021

Time: 10:00 a.m.

Location: Virtual

Attendees: Dominique Giguère, Deputy Mayor - Township of Malahide, Chair
Jim Jenkins, Community Member
Richard Kisuule, Community Member
Jamie Chapman, Community Member
Ruth Anne Perrin, Community Member
Peter Barbour, Councillor – Town of Aylmer

Staff:
Tanya Noble, Manager of Program and Therapy Services
Katherine Thompson, Supervisor of Legislative Services

Regrets:
Julie Gonyou, Chief Administrative Officer
Kay Haines, Terrace Lodge Auxiliary
Fiona Wynn, Municipality of Central Elgin

Muriel Carrel, Community Member
Michele Harris, Director of Homes and Seniors Services

DRAFT MINUTES

1. Call to Order

The Terrace Lodge Redevelopment Fundraising Committee met this 18th day of January, 2021. All members and staff participated electronically. The meeting was called to order at 10:04 a.m.

2. Review of Agenda

Moved by: Ruth Anne Perrin
Seconded by: Jim Jenkins

Resolved that the agenda be approved.

	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule			
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		



Dominique Giguère	Yes		
	5	0	0

- Motion Carried.

3. Adoption of Minutes – December 14, 2020

Moved by: Jamie Chapman
Seconded by: Pete Barbour

Resolved that the minutes from the meeting held on December 14, 2020 be approved.

	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule			
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	5	0	0

- Motion Carried.

4. Disclosure of Pecuniary Interest

None.

Richard Kisuule joined the meeting at 10:07 a.m.

5. Donation Update

The Manager of Finance/Deputy Treasurer presented an update on donations received so far.

Moved by: Richard Kisuule
Seconded by: Jamie Chapman

Resolved that the report titled “Fundraising Financial Update” dated January 12, 2021, from the Deputy Treasurer be received and filed.

	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule	Yes		
Ruth Anne Perrin	Yes		



Jim Jenkins	Yes		
Dominique Giguère	Yes		
	6	0	0

- Motion Carried.

6. Advertising Options

The Committee discussed potential advertising options for promoting the campaign within our region.

Jim Jenkins indicated that the Dorchester Sign Post has a considerable readership in Elgin County particularly in the Belmont area. Jim will reach out to the Sign Post to determine whether they would consider donating advertising to the campaign.

Two emails went out to the Aylmer and Area Chamber of Commerce members promoting the campaign.

Tanya suggested that appropriate information about the fundraising campaign could go out with the pay stubs of Elgin County Homes and possibly Admin staff to provide information about the campaign. There have been inquiries from Homes staff and their family members regarding donating.

There was a suggestion that information could go out in Hydro bills, water bills or tax bills. This may be difficult as it costs money to send out mail and any additional weight added to water or tax bills will cost money.

There will be more discussion regarding potential promotional options at a future meeting.

7. Divestment Fact Sheet

There have been questions from potential donors regarding the County of Elgin's Service Delivery Review recommendation to consider divestment of Long-Term Care Homes. The Chair in conjunction with staff prepared a fact sheet regarding potential divestment which can be used by Committee members to answer questions they receive. The County of Elgin has an agreement with the Province of Ontario for funding the Terrace Lodge Redevelopment and the County has agreed to operate Terrace Lodge for at least an additional 25 years. There are no plans to include Terrace Lodge in any discussions surrounding divestment.

If there are questions that are not clarified in this document please reach out to the Chair for further information.

8. Committee Member Roundtable Updates



Committee Members were given the opportunity to discuss their fundraising efforts to date with the group.

Ruth Anne Perrin – Has been engaging with potential donors with personal letters (contact-free drop offs) with a follow-up phone call.

Richard Kisuule – Will have the opportunity to approach many contacts over the course of the year and during tax season and he plans to discuss the campaign with his contacts at this time.

Jim Jenkins – has reached out to several local lodges and service clubs; however, most are not meeting right now as a result of COVID-19 and may not be able to for quite some time.

Jamie Chapman – COVID-19 has made it difficult to reach out to business owners who are struggling during the provincial lockdown. Once the lockdown and stay at home order ends, her outreach will continue. It is important to be sensitive to the challenges faced by the business community at this time.

9. Brainstorming of potential fundraising events/initiatives

The Committee began the discussion surrounding hosting fundraising events and initiatives over the course of 2021. These could include online 50/50s, silent auctions, retail donation partnerships etc. The form that these initiatives will take, will depend largely on the COVID-19 pandemic situation.

Members will research what would be involved in several initiatives and costs associated with them and consider these at an upcoming meeting.

The Committee has consent to utilize up to 4% of the campaign ask for the costs of running the campaign including advertising and fundraising initiatives.

10. Donor Recognition Continued

The Committee continued its discussion from the December 14, 2020 meeting regarding how donors should be recognized (plaques etc.).

Jim Jenkins described a plaque at Belmont Community Park that has a list of donors on the sign. It is divided into amounts of money. It was manufactured by Group 3 Signs near Belmont. This is an example of signage that could be utilized at Terrace Lodge. The entire sign was between \$200-300.

The campaign consultants suggested an electronic monitor that could display donors on a rotating basis, could include special thank you messages and could be utilized for announcements. This could be changed as frequently as needed. This could be in addition to an easy to flip through donor book in a central location. This monitor and book could be included on a moveable station to accommodate construction and provide the maximum flexibility.



Once the campaign closes a physical engraved plaque could be considered in the place of a monitor.

The Committee decided to explore including plaques on larger specific items for donors who request this type of recognition. Councillor Giguère will investigate how this process could be implemented and bring back the information to the Committee for future discussion.

11. Next Meeting Date

Monday February 22, at 10:00 a.m. at South Dorchester Community Hall or electronically.

12. Adjournment

Moved by: Jim Jenkins
Seconded by: Jamie Chapman

Resolved that the meeting adjourn at 11:44 a.m. to meet again on February 22, 2021 at 10:00 a.m.

	Yes	No	Abstain
Jamie Chapman	Yes		
Pete Barbour	Yes		
Richard Kisuule	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Dominique Giguère	Yes		
	6	0	0

- Motion Carried.

Julie Gonyou,
Chief Administrative Officer.

Dominique Giguère,
Chair.