

# Terrace Lodge Redevelopment Fundraising Committee



## AGENDA

Date: Monday, April 19, 2021

Time: 1:00 p.m.

Location: Virtual

In-person attendance for members of the public is currently restricted due to COVID-19. Members of the public can view the livestreamed meeting at [www.facebook.com/ElginCountyAdmin](https://www.facebook.com/ElginCountyAdmin).

1. Call to Order
2. Review of Agenda
3. Adoption of Minutes: March 15, 2021
4. Disclosure of Pecuniary Interest
5. Donation Update, Manager of Finance/Deputy Treasurer (to be circulated)
6. Media and Advertising Update
7. Action Items, Follow-up:
  - a) Insert in Utility Bills (Richard)
  - b) Donation Boxes
  - c) Request for Donation from Malahide (Rental Fee)
  - d) Website Update
  - e) Thank You Card Update
8. New Business
  - a) Raffle 50/50 online – possible event
  - b) Campaign Progress – possible event
9. Closed Session

Municipal Act Section 239 (2) (b) personal matters about an identifiable individual, including municipal or local board employees – Donor Outreach Update
10. Next Meeting
11. Adjournment



**Meeting:** Terrace Lodge Redevelopment Fundraising Committee

**Date:** March 15, 2021

**Time:** 1:00 p.m.

**Location:** Elgin County Council Chambers/Virtual

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

**Staff:** Katherine Thompson, Supervisor of Legislative Services  
Michele Harris, Director of Homes and Seniors Services  
Carolyn Krahn, Legislative Services Coordinator

**Regrets:** Julie Gonyou, Chief Administrative Officer  
Kay Haines, Terrace Lodge Auxiliary

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## DRAFT MEETING MINUTES

### 1. Call to Order

The Terrace Lodge Redevelopment Fundraising Committee met this 15<sup>th</sup> day of March, 2021 in the Elgin County Council Chambers at the Elgin County Administration Building. Some members participated electronically. The meeting was called to order at 1:05 p.m.

### 2. Review of Agenda

Moved by: Jim Jenkins  
Seconded by: Ruth Anne Perrin

Resolved that the agenda be approved.

|                  | <b>Yes</b> | <b>No</b> | <b>Abstain</b> |
|------------------|------------|-----------|----------------|
| Jamie Chapman    | Yes        |           |                |
| Pete Barbour     | Yes        |           |                |
| Richard Kisuule  |            |           |                |
| Ruth Anne Perrin | Yes        |           |                |
| Jim Jenkins      | Yes        |           |                |



|                   |     |   |   |
|-------------------|-----|---|---|
| Fiona Wynn        |     |   |   |
| Dominique Giguère | Yes |   |   |
|                   | 5   | 0 | 0 |

- Motion Carried.

### 3. Adoption of Minutes – January 18, 2021 and the notes from February 22, 2021

Moved by: Jamie Chapman  
Seconded by: Ruth Anne Perrin

Resolved that the minutes from the meeting held on January 18, 2021 be approved.

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

- Motion Carried.

### 4. Disclosure of Pecuniary Interest

None.

Richard Kisuule entered the meeting at 1:08 p.m.

### 5. Donation Update

The Manager of Finance/Deputy Treasurer provided an update regarding donations received to date by the campaign.

Until recently the Committee had been using the South Dorchester Community Hall for meetings. This hall is owned by the Township of Malahide and thus far the Committee has been billed \$150 for use of the hall. Committee Members suggested that Councillor Giguère reach out to the Township of Malahide to see if these fees could be refunded.

Moved by: Jamie Chapman  
Seconded by: Richard Kisuule



Resolved that the report titled “Donation Update” from the Manager of Finance/Deputy Treasurer be received and filed.

|                   | <b>Yes</b> | <b>No</b> | <b>Abstain</b> |
|-------------------|------------|-----------|----------------|
| Jamie Chapman     | Yes        |           |                |
| Pete Barbour      | Yes        |           |                |
| Richard Kisuule   | Yes        |           |                |
| Ruth Anne Perrin  | Yes        |           |                |
| Jim Jenkins       | Yes        |           |                |
| Fiona Wynn        |            |           |                |
| Dominique Giguère | Yes        |           |                |
|                   | 6          | 0         | 0              |

- Motion Carried.

## **6. Update on Aylmer Express Advertising Campaign Proposal**

The Committee discussed running themed ads that correspond with the seasons in the Aylmer Express every other month for example - Spring/Gardening Season, BBQ Season, Back to School, etc. Each theme will run for 2 months and will include 4 ads, bi-weekly. First 2 ads will promote the theme, the third ad push the call to action and the 4th ad in the cycle will report progress and thank donors. Councillor Giguère met with Aylmer Express and will have a draft for us to consider prior to next meeting. This will be circulated by email so that we can go ahead.

Richard suggested including information about the campaign in utility bills. He will investigate the willingness of utility companies to do this and will report back to the Committee at the next meeting.

## **7. Upcoming Media Releases and Features**

Councillor Giguère and Jim Jenkins had an interview with Fiona Murray from the Dorchester Sign Post regarding the campaign. There was discussion about running a corresponding ad to make the most of the article. Newspapers are welcoming content these days so if there is anything that we want to promote we can issue media releases to ensure the campaign stays top of mind. We are working on a media release related to the Springfield Lionesses who are donating two benches and a fireplace and launching a challenge to all the service clubs in the areas. A photo opportunity will be staged this coming Wednesday.

Katherine will follow-up with the Finance Department if donation boxes at local businesses are an option.

## **8. Update on Donation Collection Procedure**

Staff are currently ironing out some aspects of the online collection and reporting system. Committee Members were reminded to carefully collect all contact information from donors and also to collect information about consents and permissions surrounding releasing names and donation amounts. It



is important that we have accurately captured what donors are comfortable sharing. This way we will not misstep. Councillor Giguère is happy to enter this information on behalf of Members.

Just a reminder that if an email address is included, a donation receipt will be issued to that email address. It is important to record this address accurately and to remind donors to check their junk mail folders if they cannot find the receipt. If the donor does not have an email address put in your own email address if you are going to deliver the receipt if not, you can put in the [donatetoTL@elgin.ca](mailto:donatetoTL@elgin.ca) email and it will go to the Treasurer and the Treasurer will mail or drop off the receipt.

### 9. Thank You Cards

If Members need thank you cards please contact Councillor Giguère. Councillor Giguère has asked if there can be different types of cards and Members will have the discretion as to which level of card they want to give to each donor.

### 10. Committee Member Change of Status: Muriel Carrel

Muriel Carrel has requested to resign from the Committee as a Member and instead be considered a volunteer. She will assist with the promotion of the campaign and be kept up to date regarding activities of the Committee but will not be required to attend meetings. The Committee is pleased to continue to have Muriel involved.

Moved by: Richard Kisuule  
Seconded by: Ruth Anne Perrin

Resolved that the Committee accept the resignation of Muriel Carrel as a Member of the Terrace Lodge Fundraising Committee; and,

That Muriel Carrel's status be changed to Committee Volunteer

|                   | <b>Yes</b> | <b>No</b> | <b>Abstain</b> |
|-------------------|------------|-----------|----------------|
| Jamie Chapman     | Yes        |           |                |
| Pete Barbour      | Yes        |           |                |
| Richard Kisuule   | Yes        |           |                |
| Ruth Anne Perrin  | Yes        |           |                |
| Jim Jenkins       | Yes        |           |                |
| Fiona Wynn        |            |           |                |
| Dominique Giguère | Yes        |           |                |
|                   | 6          | 0         | 0              |

Motion Carried.

Fiona Wynn Arrived at 1:51 p.m.

### 11. Closed Session



Moved by: Jamie Chapman  
Seconded by: Jim Jenkins

Resolved that we do now move into Closed Session to discuss matters related Municipal Act Section 239 (2) (b) personal matters about an identifiable individual, including municipal or local board employees – Donor Outreach Update

|                   | <b>Yes</b> | <b>No</b> | <b>Abstain</b> |
|-------------------|------------|-----------|----------------|
| Jamie Chapman     | Yes        |           |                |
| Pete Barbour      | Yes        |           |                |
| Richard Kisuule   | Yes        |           |                |
| Ruth Anne Perrin  | Yes        |           |                |
| Jim Jenkins       | Yes        |           |                |
| Fiona Wynn        | Yes        |           |                |
| Dominique Giguère | Yes        |           |                |
|                   | 7          | 0         | 0              |

Pete Barbour left the meeting.

Moved by: Fiona Wynn  
Seconded by: Jamie Chapman

Resolved that we do now rise and report.

|                   | <b>Yes</b> | <b>No</b> | <b>Abstain</b> |
|-------------------|------------|-----------|----------------|
| Jamie Chapman     | Yes        |           |                |
| Pete Barbour      |            |           |                |
| Richard Kisuule   | Yes        |           |                |
| Ruth Anne Perrin  | Yes        |           |                |
| Jim Jenkins       | Yes        |           |                |
| Fiona Wynn        | Yes        |           |                |
| Dominique Giguère | Yes        |           |                |
|                   | 6          | 0         | 0              |

Moved by: Jamie Chapman  
Seconded by: Richard Kisuule

Resolved that the confidential report titled Donor Out Reach Update be received and filed.

|                  | <b>Yes</b> | <b>No</b> | <b>Abstain</b> |
|------------------|------------|-----------|----------------|
| Jamie Chapman    | Yes        |           |                |
| Pete Barbour     |            |           |                |
| Richard Kisuule  | Yes        |           |                |
| Ruth Anne Perrin | Yes        |           |                |
| Jim Jenkins      | Yes        |           |                |



|                   |     |   |   |
|-------------------|-----|---|---|
| Fiona Wynn        | Yes |   |   |
| Dominique Giguère | Yes |   |   |
|                   | 6   | 0 | 0 |

### 12. Next Meeting Date

Monday April 19, 2021 at 1:00 p.m.

### 13. Adjourn

Moved by: Ruth Anne Perrin  
Seconded by: Jamie Chapman

Resolved that we do now adjourn at 2:22 p.m. to meet again on April 19, 2021 at 1:00 p.m.

|                   | <b>Yes</b> | <b>No</b> | <b>Abstain</b> |
|-------------------|------------|-----------|----------------|
| Jamie Chapman     | Yes        |           |                |
| Pete Barbour      |            |           |                |
| Richard Kisuule   | Yes        |           |                |
| Ruth Anne Perrin  | Yes        |           |                |
| Jim Jenkins       | Yes        |           |                |
| Fiona Wynn        | Yes        |           |                |
| Dominique Giguère | Yes        |           |                |
|                   | 6          | 0         | 0              |