

Terrace Lodge Redevelopment Fundraising Committee



AGENDA

Date: Monday, March 15, 2021

Time: 1:00 p.m.

Location: Elgin County Council Chambers Elgin Administration Building
450 Sunset Drive, St. Thomas

/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.

1. Call to Order
2. Review of Agenda
3. Adoption of Minutes: January 18, 2021 Meeting and Notes from February 22, 2021
4. Disclosure of Pecuniary Interest
5. Donation Update, Manager of Finance/Deputy Treasurer
6. Update on Aylmer Express Advertising Campaign Proposal
7. Upcoming Media Releases and Features
8. Update on Donation Collection Procedure
9. Thank You Cards
10. Committee Member Change of Status: Muriel Carrel
11. Closed Session

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

12. Next Meeting
13. Adjournment



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.



Meeting: Terrace Lodge Redevelopment Fundraising Committee

Date: February 22, 2021

Time: 10:00 a.m.

Location: Virtual

Attendees: Dominique Giguère, Deputy Mayor - Township of Malahide, Chair
Jim Jenkins, Community Member
Jamie Chapman, Community Member
Ruth Anne Perrin, Community Member

Staff:
Katherine Thompson, Supervisor of Legislative Services
Michele Harris, Director of Homes and Seniors Services

Regrets:
Julie Gonyou, Chief Administrative Officer
Kay Haines, Terrace Lodge Auxiliary
Fiona Wynn, Municipality of Central Elgin
Richard Kisuule, Community Member
Muriel Carrel, Community Member
Peter Barbour, Councillor – Town of Aylmer

DRAFT DISCUSSION NOTES

The Committee did not achieve quorum and opted instead for an informal update/discussion.

1. Donation Update

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

2. Terrace Lodge Redevelopment Presentation

The Director of Homes and Seniors Services presented a PowerPoint update regarding the redevelopment process at Terrace Lodge including a virtual walk-through of what the new facility will look like upon completion. Staff were directed to share this presentation on donatetoterracelodge.ca.

3. Follow-up: Terrace Lodge Fundraising Initiatives

Jim Jenkins has contacted the Dorchester Sign Post and the local reporter has agreed to interview Councillor Giguère about the campaign for a story in the newspaper.



As a result of COVID-19 and restrictions that are in place, it is going to be difficult to run traditional fundraising events for quite some time. Councillor Giguère discussed a plan with the Committee to utilize regular themed ads in the Aylmer Express to promote donations for particular types of items at different times of the year e.g. Outdoor Items, Bedrooms, Lobbies etc. The first ad of the month would be used to promote the theme and the second ad to thank donors and reinforce the theme. Brainstorming for themes is ongoing and suggestions will be circulated.

Ruth Anne is working with the Aylmer Express to produce a simplified paper catalogue.

The group briefly discussed online bingos and 50/50 draws. These types of fundraisers are quite popular right now as a result of COVID-19 driving fundraising online. The group decided to avoid these types of fundraisers for the time being so that the campaign would not be competing with other initiatives.

4. Next Meeting Date

Monday March 15, at 1:00 p.m. at a To-be-Determined location or electronically.

DRAFT



REPORT TO TERRACE LODGE FUNDRAISING COMMITTEE

FROM: Jennifer Ford, Manager of Financial Services/Deputy Treasurer

DATE: March 8, 2021

SUBJECT: Fundraising Financial Update

RECOMMENDATION:

THAT the March 8, 2021 report titled, Fundraising Financial Update, submitted by the Manager of Financial Services/Deputy Treasurer, be received and filed for the Committee's information.

INTRODUCTION/DISCUSSION:

This report serves to provide an update on the status of donations outstanding, pledged and received for the Fundraising Committee as it relates to the Terrace Lodge Fundraising Campaign.

FINANCIAL IMPLICATIONS:

Donations Received for Terrace Lodge Fundraising as at		March 8, 2021	
<i>REVENUE (Donations to date)</i>		<i>Received</i>	<i>Outstanding</i>
Cash/Cheque		5,600	
Credit		7,840	
Donations Prior to Campaign Start		8,105	
Pledges (Expected Value)			10,000
In Kind Services donated to the campaign			9,494
Total Donations		21,545	19,494
<i>EXPENSES</i>		<i>Paid</i>	<i>Outstanding</i>
Fees (credit card)		227	
Fundraising Consultants		2,250	
Signage		2,719	
Meeting Room Rental		150	
Advertising and Promotion		4,980	
Total Expenses		10,326	
Total Donations towards campaign		30,713	

ALIGNMENT WITH STRATEGIC PRIORITIES:

Serving Elgin	Growing Elgin	Investing in Elgin
<input checked="" type="checkbox"/> Ensuring alignment of current programs and services with community need. <input type="checkbox"/> Exploring different ways of addressing community need. <input checked="" type="checkbox"/> Engaging with our community and other stakeholders.	<input type="checkbox"/> Planning for and facilitating commercial, industrial, residential, and agricultural growth. <input type="checkbox"/> Fostering a healthy environment. <input checked="" type="checkbox"/> Enhancing quality of place.	<input checked="" type="checkbox"/> Ensuring we have the necessary tools, resources, and infrastructure to deliver programs and services now and in the future. <input checked="" type="checkbox"/> Delivering mandated programs and services efficiently and effectively.

LOCAL MUNICIPAL PARTNER IMPACT:

None

COMMUNICATION REQUIREMENTS:

None

CONCLUSION:

Staff continue to work behind the scenes to enhance reporting tools.

All of which is Respectfully Submitted

Approved for Submission

Jennifer Ford
 Manager of Financial
 Services/Deputy Treasurer

Julie Gonyou
 Chief Administrative Officer