



Meeting: Terrace Lodge Redevelopment Fundraising Committee

Date: April 26, 2021

Time: 1:00 p.m.

Location: Virtual

Attendees: Dominique Giguère, Deputy Mayor - Township of Malahide, Chair
Kay Haines, Terrace Lodge Auxiliary
Jim Jenkins, Community Member
Jamie Chapman, Community Member
Ruth Anne Perrin, Community Member
Richard Kisuule, Community Member

Staff: Katherine Thompson, Manager of Administrative Services/Deputy Clerk
Jennifer Ford, Manager of Finance/Deputy Treasurer
Megan Shannon, Legislative Services Coordinator
Tanya Noble, Manager of Program Therapy Services

Regrets: Julie Gonyou, Chief Administrative Officer
Michele Harris, Director of Homes and Seniors Services
Peter Barbour, Councillor – Town of Aylmer
Fiona Wynn, Councillor – Municipality of Central Elgin

MINUTES

1. Call to Order

The Terrace Lodge Redevelopment Fundraising Committee met this 26th day of April. All members participated electronically. The meeting was called to order at 1:07 p.m.

2. Review of Agenda

Moved by: Jamie Chapman
Seconded by: Ruth Anne Perrin

Resolved that the agenda be approved.

	Yes	No	Abstain
Jamie Chapman	Yes		
Richard Kisuule	Yes		
Ruth Anne Perrin	Yes		
Jim Jenkins	Yes		
Kay Haines			
Dominique Giguère	Yes		



	5	0	0
--	---	---	---

- Motion Carried.

3. Adoption of Minutes – March 15, 2021

Moved by: Jim Jenkins
Seconded by: Richard Kisuule

Resolved that the minutes from the meeting held on March 15, 2021 be approved.

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

- Motion Carried.

4. Disclosure of Pecuniary Interest

None.

5. Donation Update

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

6. Media/Advertising Update

Councillor Giguère provided an update regarding media/advertising. Councillor Giguère recognized the feature and ad in the Dorchester Sign Post for the campaign. Councillor Giguère thanked Jim Jenkins for coordinating the feature and donating the ad to promote the campaign. The Committee will continue to look for these opportunities to promote the campaign. Jamie Chapman suggested having the advertisement in Elgin This Month. Katherine will reach out to the local newspaper for contact information. Councillor Giguère mentioned that the themed ads in the Aylmer Express have begun these themed ads will increased campaign awareness. Each theme will run on a two-month cycle. Tanya Noble advised that she will include the ad in the upcoming County of Elgin Homes Newsletter. The Homes Newsletter is emailed and mailed to the residents and their families. Katherine will send the ad to Tanya.

7. Action Items, Follow-up

a. Insert Utility Bills



Richard Kisuule advised that he is waiting for a response from EPCOR and Sifton Homes regarding inserting campaign information into utility bills. Richard will provide an update at the next meeting.

b. Donation Boxes

Councillor Giguère advised the Committee that there would be a cost to produce the donation boxes. The Committee has to be mindful of this expense and merchants opting to use contactless form of payments instead as a result of the COVID-19 pandemic. Councillor Giguère suggested that the Committee invest in donation boxes later on in the campaign. Katherine advised that the donation boxes at local businesses are an option from a Financial Services perspective.

c. Request for Donation from Malahide Township

Councillor Giguère advised that the Township of Malahide will be waving the \$150.00 fee for the meetings held at South Dorchester Community Hall for previous meetings. She thanked the generosity of Malahide Council.

d. Website Updates

Councillor Giguère mentioned that Katherine made changes to the website including adding a spring themed section to the catalogue to correspond with the Aylmer Express ads.

e. Thank You Cards Update

Councillor Giguère mentioned that she received smaller thank you cards from Aylmer Express. Committee members are asked to reach out to Councillor Giguère for these.

8. New Business

a. Raffle 50/50 Online

Councillor Giguère discussed the idea of having an online 50/50 raffle for the campaign. Katherine mentioned that there is a company that assists in creating and branding this. Katherine advised that staff can investigate the company further. Councillor Giguère advised that there would be a fee to initiate an online 50/50 raffle.

Moved by: Jaime Chapman
Seconded by: Richard Kisuule

Resolved that the Committee pursue and initiate the process to use an online 50/50 raffle.



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

- Motion Carried.

b. Campaign Progress Event

Councillor Giguère discussed the idea of having an event at Terrace Lodge to share the campaign’s progress. The Committee would place a sticker on the heart of the sign at Terrace Lodge. The event would be an opportunity to thank all of the donors so far. The event would also generate media attention. Councillor Giguère advised that Aylmer Express is interested in having a donation cheque photo-op at the event. Jamie and Richard suggested that the Committee has the event when the campaign hits the \$50,000 milestone. Jamie mentioned that reaching this milestone would create more excitement about the campaign’s progress. The Committee agreed to initiate the event to be held at a later date. Councillor Giguère will consult with McBain Signs about the sticker for the sign.

9. Closed Session

Moved by: Jim Jenkins
Seconded by: Ruth Anne Perrin

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.

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

- Motion Carried.

Moved by: Jim Jenkins
Seconded by: Ruth Anne Perrin



Resolved that we do now rise and report.

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

- Motion Carried.

Moved by: Richard Kisuule
Seconded by: Jamie Chapman

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

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

- Motion Carried.

10. Next Meeting Date

Monday May 17, 2021 at 10:00 a.m. *Tentative*

11. Adjourn

Moved by: Jim Jenkins
Seconded by: Ruth Ann Perrin

Resolved that we do now adjourn at 2:17 p.m. to meet again on May 17, 2021 at 10:00 a.m.

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



ElginCounty
Progressive by Nature

Kay Haines			
Dominique Giguère	Yes		
	5	0	0

- Motion Carried.

Julie Gonyou,
Chief Administrative Officer.

Dominique Giguère,
Chair.