



Meeting: Terrace Lodge Redevelopment Fundraising Committee

Date: August 23, 2021

Time: 10:00 a.m.

Location: Council Chambers

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

Staff: Michele Harris, Director of Homes and Seniors Services (electronic)
Katherine Thompson, Manager of Administrative Services/Deputy Clerk (in-person)
Jennifer Ford, Manager of Financial Services/Deputy Treasurer (in-person)
Tanya Noble, Manager of Program Therapy Services (electronic)
Carolyn Krahn, Legislative Services Coordinator (in-person)
Jenna Fentie, Legislative Services Coordinator (in-person)

Regrets: Peter Barbour, Councillor – Town of Aylmer
Richard Kisuule, Community Member
Fiona Wynn, Councillor – Municipality of Central Elgin
Julie Gonyou, Chief Administrative Officer

DRAFT MEETING MINUTES

1. Call to Order

The Terrace Lodge Redevelopment Fundraising Committee met this 23rd day of August, 2021. The meeting was held in a hybrid in-person/electronic format with committee members and staff participating as indicated above. The meeting was called to order at 9:01 a.m.

2. Review of Agenda

Moved by: Jamie Chapman
Seconded by: Ruth Anne Perrin

Resolved that the agenda for the August 23, 2021 meeting be approved.

- Motion Carried.



3. Adoption of Minutes – July 19, 2021

Moved by: Jamie Chapman
Seconded by: Jim Jenkins

Resolved that the minutes from the meeting held on July 19, 2021 be approved.

- Motion Carried.

4. Disclosure of Pecuniary Interest

None.

5. Donation Update

The Manager of Financial Services/Deputy Treasurer presented an update on the status of donations outstanding, pledged and received for the Fundraising Committee as related to the Terrace Lodge Fundraising Campaign.

Moved by: Kay Haines
Seconded by: Ruth Anne Perrin

Resolved that the report titled “Fundraising Financial Update” from the Manager of Financial Services/Deputy Treasurer be received and filed.

- Motion Carried.

6. Media/Advertising Update

a. August-September mini themed campaign

The Committee reviewed the two (2) options for the “Back to School” themed advertisement (attached) for the local papers and social media, and they decided to go with Option #1. The ad features a picture of the ABBY system, one of the items in the September catalogue. Jamie Chapman suggested including more information on the ABBY system in the ads so that people have a better understanding of what it is, and the Committee agreed to include a link to a promotional video on the social media ads and in the online catalogue. The print ad will be updated to include a statement such as, “For more information on the ABBY system, please visit donatetoterracelodge.ca.”

The Committee also discussed sending the advertisement to the German radio station. They had previously offered to translate and run regular ads related to the fundraising campaign.

Councillor Giguère advised the Committee that the North Shore Beacon interviewed Shirley Carroll, mayor of the Residents’ Council, and published an article on the fundraising campaign earlier this month.



7. Donor Recognition

a. Photos, Cards, Social Media

Councillor Giguère provided an update on donor recognition. Staff are working on organizing another photo opportunity for donors. It will likely be scheduled for September. Work is also underway to get a TV monitor for the foyer in Terrace Lodge which would display donor names and photos.

8. Fundraising Strategies

a. Legacy Giving

The Committee reviewed a draft legacy giving brochure (attached) and endorsed the concept. Councillor Giguère will contact the Aylmer Express to see if they are willing to partner with the Campaign to design and print copies of the brochure. Once printed, the brochure would be placed in the lobby of Terrace Lodge and at the front office. A sign giving more information on legacy giving could be displayed with the brochures in the lobby.

9. New Business

Ruth Anne Perrin shared a community question with the Committee. She was approached by a community member who asked how the prices in the fundraising catalogue were determined. The community member was concerned that the price for the stackable chairs was too high. Councillor Giguère explained that the prices were estimates only and that staff would source the best price at the time of purchase. Committee members were also invited to let the Chair know if any of the other prices seemed too high, and staff could adjust the figures on the website.

10. Closed Session

Moved by: Jim Jenkins
Seconded by: Jamie Chapman

RESOLVED THAT we do now proceed into closed meeting session in accordance with the Municipal Act to discuss the following matters under Municipal Act Section 239 (2) (b) *personal matters about an identifiable individual, including municipal or local board employees* – Donor Outreach Update.

- Motion Carried.

11. Motion to Rise and Report

Moved by: Ruth Anne Perrin
Seconded by: Kay Haines



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Resolved that we do now rise and report; and that the confidential report titled Donor Out Reach Update be received and filed.

- Motion Carried.

12. Next Meeting

The next meeting will be held on Monday, September 27, 2021 at 10:00 a.m.

13. Adjourn

Moved by: Jamie Chapman
Seconded by: Kay Haines

Resolved that we do now adjourn at 11:11 a.m. to meet again on Monday, September 27 at 10:00 a.m.

- Motion Carried.

Julie Gonyou,
Chief Administrative Officer/Clerk.

Dominique Giguère,
Chair.