

TerraceLodgeRedevelopment FundraisingCommittee



AGENDA

Date: Monday, October 25, 2021

Time: 1:00 P.M.

Location: Elgin County Council Chambers/Virtual Hybrid

1. Call to Order
2. Review of Agenda
3. Adoption of Minutes: September 27, 2021
4. Disclosure of Pecuniary Interest
5. Donation Update, Manager of Finance/Deputy Treasurer (to be circulated)
 - a) Items “purchased” from the June-July Summer Campaign
 - b) Items “purchased” from the August-September Lifelong Learning Campaign
6. Media and Advertising Update
 - a) Proposal for next theme and campaign advertising dates: Christmas
7. Donor Recognition
 - a) Photos, Cards, Social Media
8. Fundraising Strategies
 - a) Updated Legacy Giving Brochure: update
 - b) Christmas gift cards
 - c) Refresh website and online catalogue December 1
9. Business Arising
 - a) Bench Dimensions – Shades Building Project
 - b) Updated Promotional Letter
9. New Business
 - a) Committee Member Recruitment 2022
10. Closed Session
 - 1) *Municipal Act Section 239 (2) (b) personal matters about an identifiable individual, including municipal or local board employees – Donor Outreach Update*
11. Next Meeting
12. Adjournment

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.



Meeting: Terrace Lodge Redevelopment Fundraising Committee

Date: September 27, 2021

Time: 10:00 a.m.

Location: Council Chambers/Webex

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 (electronic)
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 (electronic)

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 27th day of September, 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 9:00 a.m.

2. Review of Agenda

Moved by: Ruth Anne Perrin
Seconded by: Jamie Chapman

Resolved that the agenda for the September 27, 2021 meeting be approved.

- Motion Carried.



3. Adoption of Minutes – August 23, 2021

Moved by: Jim Jenkins
Seconded by: Kay Haines

Resolved that the minutes from the meeting held on August 23, 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. The overall donations towards the campaign have increased \$14,451 since the last report to the committee (report attached).

Moved by: Jamie Chapman
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. October/November mini themed campaign

The Committee discussed the fall themed campaign, which will center on the theme “Cozying Up by the Fireplace” and will begin after Thanksgiving. The fall campaign will focus on promoting lounge furniture to be placed at fireplaces around the home.

The Committee also discussed the winter themed campaign, which will focus on events and family gatherings through the promotion of folding tables and chairs for family dining suites.

Jamie Chapman asked if there will be an option for someone to give a donation towards the campaign as a Christmas gift. The Chair advised that the option for giving donations as Christmas gifts will be set-up for this year.

Chair Giguère shared feedback received after a recent presentation to the South Dorchester Optimist Club. Members of the Optimist Club noted that many of the recreational activities for residents are too female-oriented and that consideration should



be given to adding more programs/activities geared towards male residents. Tanya Noble will research alternative outdoor/indoor recreation activities and provide options to the Committee at a future meeting.

The Chair advised that work continues on the German translation of the campaign posters. Councillor Giguère will provide copies to the Committee at the next meeting.

7. Donor Recognition

a. Photos, Cards, Social Media

The Chair advised that the Aylmer Express has donated a giant whiteboard cheque to use for donor recognition photos.

West Elgin Mutual Insurance has kindly donated the required benches to the campaign. Ruth Anne is going to reach out to East Elgin Secondary School to see if the woodworking class could make the sunshades for the benches. Ruth Anne will also approach the local lumber yard for a lumber donation or lumber at a reduced price. Michele and Tanya will contact the architect for accurate measurements of the benches and sunshades.

8. Fundraising Strategies

a. Updated Legacy Giving Brochure

The Chair submitted the brochure to Aylmer Express for printing as a donation to the campaign, but have yet to receive confirmation from the Aylmer Express.

b. Other Strategies: Events, Booths, Markets

The Committee discussed setting up a fundraising booth at local fairs and markets. The Committee will work together with the Elgin County Economic Development and Tourism Department to share information booths at upcoming events.

9. New Business

None.

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.



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- Motion Carried.

11. Motion to Rise and Report

Moved by: Kay Haines

Seconded by: Ruth Anne Perrin

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, October 25, 2021 in the afternoon or evening. A poll will be sent to Committee members to determine the meeting time.

13. Adjournment

Moved by: Jim Jenkins

Seconded by: Kay Haines

Resolved that we do now adjourn at 11:08 a.m. to meet again on Monday, October 25, 2021.

- Motion Carried.

Julie Gonyou,
Chief Administrative Officer/Clerk.

Dominique Giguère,
Chair.



REPORT TO TERRACE LODGE FUNDRAISING COMMITTEE

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

DATE: September 23, 2021

SUBJECT: Fundraising Financial Update

RECOMMENDATION:

THAT the September 23, 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/FINANCIAL IMPLICATIONS:

This report is presented to the committee to provide an update on the status of total donations outstanding, pledged and received to date as well as total costs incurred as it relates to the Terrace Lodge Fundraising Campaign. The overall donations towards the campaign have increased by \$14,451 since the last report to the committee.

Donations Received for Terrace Lodge Fundraising as at	September 23, 2021	
<i>REVENUE (Donations to date)</i>	<i>Received</i>	<i>Outstanding</i>
Cash/Cheque	34,950	12,725
Credit Card	22,805	
Donations Prior to Campaign Start	8,105	
Pledges (Expected Value)	40,150	90,000
In Kind Services donated to the campaign		-
Total Donations	106,010	102,725
<i>EXPENSES</i>	<i>Paid</i>	<i>Outstanding</i>
Fees (credit card)	624	
Fundraising Consultants	4,500	
Signage	2,719	
Meeting Room Rental	150	
Advertising and Promotion	7,226	
Total Expenses	15,218	-
Total Donations towards campaign	193,517	

Supplemental Reporting – Long Term Plan Update

Donations Received for Terrace Lodge Fundraising as at	Donations by Year of Pledged					Grand Totals
	2021	2022	2023	2024	2025	2021 to 2025
<i>REVENUE (Donations to date)</i>						
Cash/Cheque	47,675					47,675
Credit Card	22,805					22,805
Donations Prior to Campaign Start	8,105					8,105
Pledges (Expected Value)	45,150	45,000	30,000	5,000	5,000	130,150
In Kind Services donated to the campaign	-					-
Total Donations	123,735	45,000	30,000	5,000	5,000	208,735
<i>EXPENSES</i>						
Fees (credit card)	624	890	890			2,404
Fundraising Consultants	1,500	1500	1500			4,500
Signage	1,219	750	750			2,719
Meeting Room Rental	150					150
Advertising and Promotion	7,226	5000	5000			17,226
Total Expenses	10,718	8,140	8,140	-	-	26,998
Total Donations towards campaign	113,017	36,860	21,860	5,000	5,000	181,737

In year, % of Expense to Donation Revenue

8.66%

18.09%

27.13%

0.00%

0.00%

% of Annual fundraising goal to date(\$225,000)

55%

% of overall fundraising campaign goal to date(\$675,000)

31%

Reallocated Amounts are highlighted in Blue

Estimated Amounts are highlighted in Red

Difference to actual calculated on output tab

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:

The reports presented are submitted to the Committee for their information, review and comment.

All of which is Respectfully
Submitted

Jennifer Ford
Manager of Financial
Services/Deputy Treasurer

Approved for Submission

Julie Gonyou
Chief Administrative Officer