



Meeting: Terrace Lodge Redevelopment Fundraising Committee

Date: November 15, 2021

Time: 7:00 P.M.

Location: Council Chambers/Webex

Attendees: Dominique Giguère, Deputy Mayor - Township of Malahide, Chair (in-person)
Jim Jenkins, Community Member (in-person)
Ruth Anne Perrin, Community Member (in-person)
Pete Barbour, Councillor – Town of Aylmer
Jamie Chapman, Community Member

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

Regrets: Julie Gonyou, Chief Administrative Officer
Fiona Wynn, Councillor – Municipality of Central Elgin
Kay Haines, Terrace Lodge Auxiliary
Richard Kisuule, Community Member
Jenna Fentie, Legislative Services Coordinator

MEETING MINUTES

1. Call to Order

The Terrace Lodge Redevelopment Fundraising Committee met this 15th day of November, 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 7:00 p.m.

2. Review of Agenda

Moved by: Jamie Chapman
Seconded by: Ruth Anne Perrin

Resolved that the agenda for the November 15, 2021 meeting be approved as presented.

Recorded Vote

	YES	NO
Pete Barbour	X	
Jim Jenkins	X	
Jamie Chapman	X	
Ruth Anne Perrin	X	



Dominique Giguère	X	
TOTAL	5	0

- Motion Carried.

3. Adoption of Minutes – October 25, 2021

Moved by: Jim Jenkins
Seconded by: Pete Barbour

Resolved that the minutes from the meeting held on October 25, 2021 be approved.

Recorded Vote

	YES	NO
Pete Barbour	X	
Jim Jenkins	X	
Jamie Chapman	X	
Ruth Anne Perrin	X	
Dominique Giguère	X	
TOTAL	5	0

- 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 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 \$575 since the last report to the committee.

Moved by: Ruth Anne Perrin
Seconded by: Jamie Chapman

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

Recorded Vote

	YES	NO
Pete Barbour	X	
Jim Jenkins	X	



Jamie Chapman	X	
Ruth Anne Perrin	X	
Dominique Giguère	X	
TOTAL	5	0

- Motion Carried.

6. Media/Advertising Update

a. Dominos Promo

Jamie Chapman provided an update to the Committee regarding the Dominos promotion opportunity. Dominos in Aylmer offered to assist with fundraising by offering \$3- \$5 from specific combos ordered on November 19, 2021 that will go towards the Terrace Lodge Redevelopment Fundraising campaign. Additionally, in advance of November 19, 2021, Dominos distributed flyers in pizza boxes advertising the event. The flyer was distributed in both German and English.

b. Christmas Campaign (5 upcoming ads)

The Chair circulated the draft taglines/content for the ads to the Committee for approval. Once the ad is received, the Chair will circulate to the Committee to distribute various social media, etc. The Manager of Administrative Services/Deputy Clerk noted that staff can print hard copies for distribution in the Homes, Libraries, etc. Committee members can pick up the posters at Terrace Lodge or at the County Administration office.

7. Donor Recognition

a. Photos, Cards, Social Media

The Chair will be preparing some outstanding donor thank-you cards and will include tax receipts and Christmas campaign flyers.

8. Fundraising Strategies

a. Updated Legacy Giving Brochure: approve final mock-up

The Committee reviewed the final mock-up of the updated Legacy Giving brochure. The Committee consented to the design and content of the brochure. The Chair will give consent to Aylmer Express to print copies. Copies of the brochure will be available in Terrace Lodge and Elgin County Library branches, and possibly the St. Thomas Library. The Chair clarified that the ability to donate via Legacy Giving will be ongoing and not limited to the campaign timeline. The Director of Homes and Seniors Services asked whether it would be beneficial to have a pamphlet at local Funeral Homes in order to provide an option for donations. The Chair will follow-up with local Funeral Homes to discuss.



b. Donations as Gifts: Greeting Card Mock-Up, Online Form, Instructions, Organization

The Committee reviewed the greeting card design. The design of the card is useful for any holiday throughout the year. The Committee consented to the design and content of the card. The Aylmer Express will also be printing corresponding envelopes with the logo. The Committee discussed having the President of the Resident’s Council sign the cards on behalf of the residents of Terrace Lodge. The Manager of Program and Therapy Services will work on a standardized message with the President of the Resident’s Council.

The Committee discussed refreshing the online form for giving donations as gifts to ensure that space for two addresses (donor and recipient) is included in the order form.

c. Refresh Website and Online Christmas Catalogue

The Committee discussed the online Christmas Catalogue, and the Chair noted that the website has been refreshed so that donors can view items needed by room location rather than by dollar amount. The Chair reminded the Committee that prices listed on the website are a ballpark price for the items, not the final cost of the item. Additionally, the facility has specific requirements for safety for the furnishings at the Home which would result in a potential higher cost for the items.

9. Business Arising

a. Updated Promotional Letter and Christmas Flyer

The Chair will circulate the promotional letter and the Christmas flyer to the Committee for their review.

10. New Business

None.

11. Closed Session

Moved by: Jamie Chapman
Seconded by: Ruth Anne Perrin

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.

Recorded Vote

	YES	NO
Pete Barbour	X	



Jim Jenkins	X	
Jamie Chapman	X	
Ruth Anne Perrin	X	
Dominique Giguère	X	
TOTAL	5	0

- Motion Carried.

12. Motion to Rise and Report

Moved by: Pete Barbour
Seconded by: Jim Jenkins

Resolved that we do now rise and report.

Recorded Vote

	YES	NO
Pete Barbour	X	
Jim Jenkins	X	
Jamie Chapman	X	
Ruth Anne Perrin	X	
Dominique Giguère	X	
TOTAL	5	0

- Motion Carried.

Moved by: Ruth Anne Perrin
Seconded by: Jamie Chapman

RESOLVED THAT the confidential report titled Donor Out Reach Update be received and filed.

Recorded Vote

	YES	NO
Pete Barbour	X	
Jim Jenkins	X	
Jamie Chapman	X	
Ruth Anne Perrin	X	
Dominique Giguère	X	
TOTAL	5	0

- Motion Carried.



13. Next Meeting

The next meeting will be held on January 17, 2022 at 7:00 p.m. at the County Administration Building and via Webex.

14. Adjournment

Moved by: Jamie Chapman
Seconded by: Ruth Anne Perrin

Resolved that we do now adjourn at 8:26 p.m. to meet again on January 17, 2022.

Recorded Vote

	YES	NO
Pete Barbour	X	
Jim Jenkins	X	
Jamie Chapman	X	
Ruth Anne Perrin	X	
Dominique Giguère	X	
TOTAL	5	0

- Motion Carried.

Julie Gonyou,
Chief Administrative Officer/Clerk.

Dominique Giguère,
Chair.