



Corporation of the County of Elgin

TERRACE LODGE REDEVELOPMENT FUNDRAISING COMMITTEE

AGENDA

For Monday, March 7, 2022, 7:00 P.M.

- 1st Meeting Called to Order
- 2nd Approval of the Agenda
- 3rd Adoption of Minutes – February 7, 2022
- 4th Disclosure of Pecuniary Interest
- 5th Delegations - none.
- 6th Briefings
 - 6.1 Donation Update – Manager of Financial Services/Deputy Treasurer (to be circulated)
 - 6.2 Revised Terms of Reference and Committee recruitment
- 7th Fundraising Strategies 2022
 - 7.1 Web site update / status
 - 7.2 Action items from February meeting – updates from members
 - 7.3 New strategies: events to attend, promotional materials needed
- 8th Other Business
- 9th Correspondence – none.
- 10th Closed Session
 - 10.1 Municipal Act Section 239 (2) (b) *personal matters about an identifiable individual, including municipal or local board employees* – Donor Outreach Update
- 11th Motion to Rise and Report
- 12th Date of Next Meeting
- 13th Adjournment

VIRTUAL MEETING: IN-PERSON PARTICIPATION RESTRICTED

NOTE FOR MEMBERS OF THE PUBLIC:

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Corporation of the County of Elgin

TERRACE LODGE REDEVELOPMENT FUNDRAISING COMMITTEE

MINUTES

For Monday, February 7, 2022, 7:00p.m.

The Terrace Lodge Redevelopment Fundraising Committee met this 7th day of February 2022. The meeting was held in a hybrid in-person/electronic format with Committee Members and staff participating as indicated below.

Attendees: Dominique Giguère, County of Elgin Councillor, Chair (in-person)
Pete Barbour, Town of Aylmer Councillor (electronic)
Jamie Chapman, Community Member (electronic)
Kay Haines, Community Member (in-person)
Jim Jenkins, Community Member (electronic)
Ruth Anne Perrin, Community Member (electronic)
Richard Kisuule, Community Member (electronic – joined meeting in progress)

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 (electronic)
Tanya Noble, Manager of Program Therapy Services (electronic)

Regrets: Fiona Wynn, Councillor, Municipality of Central Elgin
Julie Gonyou, Chief Administrative Officer
Jenna Fentie, Legislative Services Coordinator

1. CALL TO ORDER

The meeting convened at 9:00 a.m. with Councillor Giguère in the Chair.

2. APPROVAL OF THE AGENDA

Moved by: Kay Haines
Seconded by: Pete Barbour

RESOLVED THAT the agenda for the February 7, 2022 meeting be approved as presented.

Recorded Vote

	Yes	No	Abstain
Kay Haines	X		
Ruth Anne Perrin	X		
Pete Barbour	X		
Jim Jenkins	X		
Jamie Chapman	X		
Dominique Giguère, Chair	X		
TOTAL	6	0	0

- Motion Carried.

3. ADOPTION OF MINUTES

Moved by: Jim Jenkins

Seconded by: Ruth Anne Perrin

RESOLVED THAT the minutes of the meeting held on November 15, 2021 be adopted.

Recorded Vote

	Yes	No	Abstain
Kay Haines	X		
Ruth Anne Perrin	X		
Pete Barbour	X		
Jim Jenkins	X		
Jamie Chapman	X		
Dominique Giguère, Chair	X		
TOTAL	6	0	0

- Motion Carried.

Richard Kisuule joined the meeting at 7:05 p.m.

4. DISCLOSURE OF PECUNIARY INTEREST OR THE GENERAL NATURE THEREOF

None.

5. DELEGATIONS

None.

6. BRIEFINGS

6.1 Donation Update – Manager of Financial Services/Deputy Treasurer

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 (report attached).

The Chair noted that the South Dorchester Optimist Club has committed to donating \$8,500 towards the purchase of one (1) ABBY System.

Moved by: Richard Kisuule
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	Abstain
Kay Haines	X		
Ruth Anne Perrin	X		
Pete Barbour	X		
Jim Jenkins	X		
Jamie Chapman	X		
Richard Kisuule	X		
Dominique Giguère, Chair	X		
TOTAL	7	0	0

- Motion Carried.

7. Review of Terms of Reference and Recommendations to Council

The Committee reviewed the Terrace Lodge Redevelopment Fundraising Committee Terms of Reference and discussed expanding the Committee membership to include representation from each Elgin County municipality, with the quorum remaining at five (5) members.

Moved by: Kay Haines
Seconded by: Jamie Chapman

RESOLVED THAT the Committee recommend that County Council amend the Terrace Lodge Redevelopment Fundraising Committee Terms of Reference in order to add members and to include one (1) member from each Elgin County municipality; and

THAT the quorum for the Committee remain at five (5) members.

Recorded Vote

	Yes	No	Abstain
Kay Haines	X		
Ruth Anne Perrin	X		
Pete Barbour	X		
Jim Jenkins	X		
Jamie Chapman	X		
Richard Kisuule	X		
Dominique Giguère, Chair	X		
TOTAL	7	0	0

- Motion Carried.

8. FUNDRAISING STRATEGIES 2022

8.1 Review of Catalogue Wish List and Theme

The Committee discussed the next Campaign Theme and the status of the Wish List. The next campaign will focus on recreation items. The Chair noted that the catalogue will be updated over the next few months to include updated prices and new items. The Committee consented to preparing hard copies of the catalogue for distribution to potential donors.

The Committee discussed advertising and donor recognition strategies including creating advertising that highlights donors, lawn signs or buttons indicating “I donated to Terrace Lodge”, and donor recognition through the use of the electronic scrolling sign in front of Terrace Lodge. The Chair asked that the Committee brainstorm advertising strategies for the next meeting.

8.2 Campaign Target

The Chair recommended that the campaign target remain at \$675,000 for now, with potential adjustments in the future after the campaign wish list is updated.

9. REVIEW OF ANNUAL DRAFT REPORT

The Committee reviewed a draft Annual Report highlighting the Committee’s work in 2021. Committee members are asked to submit a testimonial and headshot to include in the Annual Report. R. Kisuule recommended including a page with photos highlighting the construction progress. A final draft of the report will be circulated to the Committee once available.

10. OTHER BUSINESS

None.

11. CORRESPONDENCE

None.

12. CLOSED SESSION

Moved by: Jamie Chapman
Seconded by: Kay Haines

RESOLVED THAT we do now proceed into closed session in accordance with the Municipal Act to discuss the following matters under Municipal Act Section (2):

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

(b) personal matters about an identifiable individual, including municipal or local board employees – Committee Member Survey

Recorded Vote

	Yes	No	Abstain
Kay Haines	X		
Ruth Anne Perrin	X		
Pete Barbour	X		
Jim Jenkins	X		
Jamie Chapman	X		
Richard Kisuule	X		
Dominique Giguère, Chair	X		
TOTAL	7	0	0

- Motion Carried.

13. MOTION TO RISE AND REPORT

Moved by: Pete Barbour
Seconded by: Kay Haines

RESOLVED THAT we do now rise and report; and

THAT the results of the Committee Survey be received and filed; and

THAT the confidential report titled “Donors Approached” from the Manager of

Administrative Services/Deputy Clerk be received and filed.

Recorded Vote

	Yes	No	Abstain
Kay Haines	X		
Ruth Anne Perrin	X		
Pete Barbour	X		
Jim Jenkins	X		
Jamie Chapman	X		
Richard Kisuule	X		
Dominique Giguère, Chair	X		
TOTAL	7	0	0

- Motion Carried.

14. DATE OF NEXT MEETING

The Terrace Lodge Redevelopment Fundraising Committee will meet again on Monday, March 7, 2022 at 7:00 p.m.

15. ADJOURNMENT

Moved by: Jim Jenkins
Seconded by: Jamie Chapman

RESOLVED THAT we do now adjourn at 8:20 p.m. to meet again on March 7, 2022.

Recorded Vote

	Yes	No	Abstain
Kay Haines	X		
Ruth Anne Perrin	X		
Pete Barbour	X		
Jim Jenkins	X		
Jamie Chapman	X		
Richard Kisuule	X		
Dominique Giguère, Chair	X		
TOTAL	7	0	0

- Motion Carried.

Julie Gonyou,
Chief Administrative Officer.

Dominique Giguère,
Chair.



REPORT TO TERRACE LODGE FUNDRAISING COMMITTEE

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

DATE: February 03, 2022

SUBJECT: Fundraising Financial Update

RECOMMENDATION:

THAT the February 03, 2022 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:

The Committee last received an updated report up to and including November 12, 2021. Since that time, the year end has passed and an increase of \$51,070 closes out the year end report below showing revenue received at \$131,788, pending Revenue and pledges sitting at \$138,000, and expenses at \$17,674 for a net expected revenue of \$252,114.

Since the year end, there has been little activity with a change of \$150 of income which will be included in reporting at the next committee meeting.

Donations Received for Terrace Lodge Fundraising as at	December 31, 2021	
<i>REVENUE (Donations to date)</i>	<i>Received</i>	<i>Outstanding</i>
Cash/Cheque	51,228	13,000
Credit Card	27,280	
Donations Prior to Campaign Start	8,105	
Pledges (Expected Value)	45,150	125,000
In Kind Donations	25	
Total Donations	131,788	138,000
<i>EXPENSES</i>	<i>Paid</i>	<i>Outstanding</i>
Fees (credit card)	624	
Fundraising Consultants	4,500	
Signage	2,719	
Meeting Room Rental	150	
In Kind Purchases	25	
Advertising and Promotion	9,656	
Total Expenses	17,674	-
Total Donations towards campaign	252,114	

Supplemental Reporting – Long Term Plan Update

Donations Received for Terrace Lodge Fundraising as at December 31, 2021	Donations by Year of Pledged					Grand Totals
	2021	2022	2023	2024	2025	
<i>REVENUE (Donations to date)</i>						2021 to 2025
Cash/Cheque	64,228					64,228
Credit Card	27,280					27,280
Donations Prior to Campaign Start	8,105					8,105
Pledges (Expected Value)	45,150	65,000	50,000	5,000	5,000	170,150
In Kind Donations	25					25
Total Donations	144,788	65,000	50,000	5,000	5,000	269,788
<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
In Kind Purchases	25					25
Advertising and Promotion	9,656	5000	5000			19,656
Total Expenses	13,174	8,140	8,140	-	-	29,454
						-
Total Donations towards campaign	131,614	56,860	41,860	5,000	5,000	240,334
In year, % of Expense to Donation Revenue	9.10%	12.52%	16.28%	0.00%	0.00%	
% of Annual fundraising goal to date(\$225,000)	64%					
% of overall fundraising campaign goal to date(\$675,000)	40%					
Reallocated Amounts are highlighted in Blue						
Estimated Amounts are highlighted in Red						

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:

The above financial report is provided for information and year end information. A comprehensive 2022 report will be provided at the next meeting.

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