



Corporation of the County of Elgin

TERRACE LODGE REDEVELOPMENT FUNDRAISING COMMITTEE

AGENDA

For Monday, July 18, 2022

7:00 P.M.

Masonic Centre of Elgin, 42703 Fruit Ridge Line, St. Thomas ON

- 1st Meeting Called to Order
- 2nd Approval of the Agenda
- 3rd Adoption of Minutes – June 20, 2022
- 4th Disclosure of Pecuniary Interest
- 5th Delegations
- 6th Briefings
 - 6.1 Donation Update – Director of Financial Services (to be circulated)
- 7th Fundraising Strategies 2022
 - 7.1 Events Booth
 - 7.2 Launch of Christmas Catalogue/Donor Recognition Event
 - 7.3 Telethon
- 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*
 - 10.2 *Municipal Act Section 239 (2) (k) a position, plan, procedure, criteria or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board – Funding Strategy*
- 11th Motion to Rise and Report
- 12th Date of Next Meeting
- 13th Adjournment

NOTE FOR MEMBERS OF THE PUBLIC:

Please click the link below to watch the Council Meeting:

<https://www.facebook.com/ElginCountyAdmin/>

Accessible formats available upon request.

Corporation of the County of Elgin

TERRACE LODGE REDEVELOPMENT FUNDRAISING COMMITTEE

MINUTES

For Monday, June 20, 2022, 7:00 p.m.

The Terrace Lodge Redevelopment Fundraising Committee met this 20th day of June 2022. The meeting was held in a hybrid format with Committee members and staff participating as indicated below:

Attendees: Dominique Giguère, Elgin County Councillor, Chair (Council Chambers)
Amarilis Drouillard, Municipality of Dutton Dunwich Councillor (Council Chambers)
Pete Barbour, Town of Aylmer Councillor (virtual)
Ruth Anne Perrin, Community Member (Council Chambers)
Richard Kisuule, Community Member (virtual)
Jamie Chapman, Community Member (Council Chambers)
Kay Haines, Community Member (Council Chambers)

Staff: Katherine Thompson, Manager of Administrative Services/Deputy Clerk (Council Chambers)
Jennifer Ford, Director of Financial Services (virtual)
Christine Leonard, Administrator, Terrace Lodge (virtual)
Jenna Fentie, Legislative Services Coordinator (Council Chambers)

Regrets: Jim Jenkins, Community Member
Fiona Wynn, Councillor, Municipality of Central Elgin
Julie Gonyou, Chief Administrative Officer
Michele Harris, Director of Homes and Seniors Services
Tanya Noble, Manager of Program Therapy Services

1. CALL TO ORDER

The meeting convened at 7:00 p.m. with Councillor Giguère in the Chair.

2. APPROVAL OF THE AGENDA

Moved by: Jamie Chapman
Seconded by: Amarilis Drouillard

RESOLVED THAT the agenda for the June 20, 2022 meeting of the Terrace Lodge Redevelopment Fundraising Committee be approved as presented.

Recorded Vote

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

- Motion Carried.

3. ADOPTION OF MINUTES

Moved by: Ruth Anne Perrin
Seconded by: Amarilis Drouillard

RESOLVED THAT the minutes of the meeting held on May 16, 2022 be approved.

Recorded Vote

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

- Motion Carried.

Richard Kisuule joined the meeting.

4. DISCLOSURE OF PECUNIARY INTEREST OR THE GENERAL NATURE THEREOF

None.

5. DELEGATIONS

5.1 Eastlink Fundraising Partnership Opportunities – Amanda Pride and Eastlink

Amanda Pride from Eastlink presented fundraising options offered by Eastlink for the Committee’s consideration. Options included a Pledge Drive and a Full Telethon. The Committee discussed pursuing the pledge drive option to potentially be held in Fall 2022.

Moved by: Jamie Chapman
Seconded by: Kay Haines

RESOLVED THAT Richard Kisuule, with the assistance of staff and Committee members, be directed to prepare a proposal that considers a pledge drive partnership with Eastlink for presentation at their August 2022 meeting.

Recorded Vote

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

- Motion Carried.

6. BRIEFINGS

6.1 Fundraising Financial Update – Director of Financial Services

The Director of Financial Services presented the report updating the Committee on the amount of funds received since the Committee’s last meeting (attached).

Moved by: Ruth Anne Perrin
Seconded by: Richard Kisuule

RESOLVED THAT the report titled “Fundraising Financial Update” from the Director of Financial Services dated June 20, 2022 be received and filed.

Recorded Vote

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

- Motion Carried.

6.2 Committee Recruitment – New Member Application

The Committee reviewed the application submitted by Brigette Clark-Carmichael.

Moved by: Amarilis Drouillard
Seconded by: Jamie Chapman

RESOLVED THAT the Terrace Lodge Redevelopment Fundraising Committee recommend to County Council that Brigette Clark-Carmichael be appointed as a new member to the Fundraising Committee.

Recorded Vote

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

- Motion Carried.

7. Fundraising Strategies

7.1 New Strategies, Events to Attend, Promotional Materials Needed

The Manager of Administrative Services/Deputy Clerk presented a list of potential events that the Committee can attend to promote the campaign. The list will be circulated to the Committee so that members can indicate

their interest in attending the events. Staff will confirm which events Elgin County Tourism is also attending.

The Committee discussed incentives to entice the community to visit the campaign booth, including inexpensive takeaways (i.e. bookmarks, fridge magnets). Amarilis Drouillard will collect pricing information for fridge magnets. The Committee discussed procuring a flag with the campaign logo to display at the booth. The Chair noted that the campaign does not qualify to hold a raffle, but can accept donations at the booth and donors to the campaign can be entered into a draw to take place at the end of the year. The Chair will collect pricing information from the St. Thomas-Elgin Public Art Centre regarding craft kits that children can do at the event. Jamie Chapman will contact Dotsy the Clown for pricing on a glitter tattoo station. The Committee also discussed selling additional copies of the "These Hands" book. The Chair is working with Aylmer Express on printing a few copies of the campaign catalogue that can be displayed at events.

The Chair noted that the website has been updated, and that staff are working on grouping items under different themes (i.e. baking/food recreation, technology, etc.).

Staff are investigating a capital grant offered through the Ontario Trillium Foundation. The deadline to apply is August 3, 2022.

8. OTHER BUSINESS

8.1 Donor Recognition Opportunities

The Committee supported in principle holding an event during the first week of November 2022 that combines donor recognition, committee/volunteer recognition, and the launch of the Christmas catalogue.

9. CORRESPONDENCE

None.

10. CLOSED SESSION

Moved by: Jamie Chapman
Seconded by: Amarilis Drouillard

RESOLVED THAT we do now move into closed session in accordance with Municipal Act Section 239 (2) to discuss the following matter:

In-Camera Item #1

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

Recorded Vote

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

- 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.

Recorded Vote

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

- Motion Carried.

Moved by: Amarilis Drouillard

Seconded by: Jamie Chapman

RESOLVED THAT the confidential report titled "Donor Outreach Update" from the Manager of Administrative Services/Deputy Clerk be received and filed.

Recorded Vote

	Yes	No	Abstain
Amarilis Drouillard	X		
Pete Barbour	X		
Ruth Anne Perrin	X		
Richard Kisuule	X		
Jamie Chapman	X		
Kay Haines	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, July 18, 2022 at 7:00 p.m.

15. ADJOURNMENT

Moved by: Jamie Chapman
Seconded by: Richard Kisuule

RESOLVED THAT we do now adjourn at 8:50 p.m. to meet again on July 18, 2022.

Recorded Vote

	Yes	No	Abstain
Amarilis Drouillard	X		
Pete Barbour	X		
Ruth Anne Perrin	X		
Richard Kisuule	X		
Jamie Chapman	X		
Kay Haines	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, Director of Financial Services/Treasurer

DATE: June 20, 2022

SUBJECT: Fundraising Financial Update

RECOMMENDATION:

THAT the June 20, 2022 report titled, Fundraising Financial Update, submitted by the Director of Financial Services/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 May 14, 2022. This report indicates that the overall fundraising total has slightly decreased by \$3,696 since that time.

Donations Received for Terrace Lodge Fundraising as at June 18, 2022		
<i>REVENUE (Donations to date)</i>	<i>Received</i>	<i>Outstanding</i>
Cash/Cheque	67,543	6,500
Credit Card	27,930	
Donations Prior to Campaign Start	8,105	
Pledges (Expected Value)	45,150	125,000
In Kind Donations	2,125	
Warden's Gala Event	33,216	-
Total Donations	184,069	131,500
<i>EXPENSES</i>	<i>Paid</i>	<i>Outstanding</i>
Fees (credit card)	847	
Fundraising Consultants	4,500	
Signage	2,780	
Meeting Room Rental	150	
In Kind Purchases	25	
Advertising and Promotion	10,250	
Warden's Gala Event	8,276	
Total Expenses	26,828	-
Total Donations towards campaign	288,741	



Supplemental Reporting – Long Term Plan Update

On the May financial report, it had been estimated that there was approximately \$5,000 in outstanding revenue still to be collected from the Gala. Since that report, details regarding outstanding revenue and expenses from the Warden's Charity Gala have been further finalized. Estimates have now been removed and the current report more accurately reflects totals per category since the May Financial Report. The amount listed under In-Kind Donations includes \$2,100 in gifted items for the Gala. Below are the updated 2022 year to date totals along with the historical amounts for 2021.

Donations Received for Terrace Lodge Fundraising as at June 18, 2022	Donations by Year of Pledged					Grand Totals 2021 to 2025
	2021	2022	2023	2024	2025	
<i>REVENUE (Donations to date)</i>						
Cash/Cheque	64,228	9,815				74,043
Credit Card	27,280	650				27,930
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	2,100				2,125
Warden's Gala Event		33,216				33,216
Total Donations	144,788	110,781	50,000	5,000	5,000	315,569
<i>EXPENSES</i>						
Fees (credit card)	624	223	890			1,737
Fundraising Consultants	1,500	1500	1500			4,500
Signage	1,219	811.06	750			2,780
Meeting Room Rental	150	-				150
In Kind Purchases	25	-				25
Advertising and Promotion	9,656	594	5000			15,250
Warden's Gala Event		8,276				8,276
Total Expenses	13,174	11,404	8,140	-	-	32,718
						-
Total Donations towards campaign	131,614	99,377	41,860	5,000	5,000	282,851
% of Expense to Donation Revenue	9.10%	10.29%	16.28%	0.00%	0.00%	
% of Fundraising goal by Yearly total (225,000)	64%	49%				
% of overall fundraising campaign goal to date(\$675,000)	21%	16%				
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 as an update on the actuals received for the TL fundraising campaign only. There has been no Capital spend related to the campaign donations at this time.

CONCLUSION:

The report presented is submitted to the Committee for their information, review and comment.

All of which is Respectfully
Submitted

Jennifer Ford
Director of Financial Services/
Treasurer

Approved for Submission

Julie Gonyou
Chief Administrative Officer