



**TERRACE LODGE REDEVELOPMENT FUNDRAISING COMMITTEE
MINUTES**

**March 20, 2023, 7:00 p.m.
Council Chambers
450 Sunset Drive
St. Thomas ON**

Members Present: Councillor Dominique Giguère
Amarilis Drouillard, Municipality of Dutton Dunwich Councillor
Jamie Chapman, Town of Aylmer Councillor
Sarah Leitch, Township of Malahide Councillor
Jim Jenkins, Community Member
Wendy Carmichael, Community Member

Members Absent: Kay Haines, Terrace Lodge Auxiliary Representative

Staff Present: Michele Harris, Director of Homes and Seniors Services
Jennifer Ford, Director of Financial Services/Treasurer
Ashley Temple, Terrace Lodge Administrator
Tanya Noble, Manager of Program and Therapy Services
Jenna Fentie, Manager of Administrative Services/Deputy Clerk
Stefanie Heide, Legislative Services Coordinator

1. CALL TO ORDER

The meeting was called to order at 7:12 p.m. by the Manager of Administrative Services/Deputy Clerk.

2. ELECTION OF CHAIR

The Manager of Administrative Services/Deputy Clerk opened the floor for nominations for the position of Chair of the Terrace Lodge Redevelopment Fundraising Committee.

Moved by: Jamie Chapman

Seconded by: Amarilis Drouillard

RESOLVED THAT Councillor Dominique Giguère be elected to the position of Chair of the Terrace Lodge Redevelopment Fundraising Committee.

Motion Carried.

3. ELECTION OF TREASURER

The Manager of Administrative Services/Deputy Clerk opened the floor for nominations for the position of Treasurer of the Terrace Lodge Redevelopment Fundraising Committee.

Moved by: Councillor Giguère

Seconded by: Amarilis Drouillard

RESOLVED THAT Sarah Leitch be appointed to the position of Treasurer of the Terrace Lodge Redevelopment Fundraising Committee.

Motion Carried.

4. APPROVAL OF THE AGENDA

Moved by: Amarilis Drouillard

Seconded by: Jamie Chapman

RESOLVED THAT the agenda for the March 20, 2023 meeting of the Terrace Lodge Redevelopment Fundraising Committee be approved as presented.

Motion Carried.

5. ADOPTION OF MINUTES

Moved by: Jamie Chapman

Seconded by: Wendy Carmichael

RESOLVED THAT the minutes of the meeting held on October 3, 2022 be adopted.

6. DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF

None.

7. DELEGATIONS

None.

8. REPORTS/BRIEFINGS

8.1 Terms of Reference Review

The Committee reviewed the Terms of Reference for the Terrace Lodge Redevelopment Fundraising Committee.

8.2 Donation Update - Director of Financial Services (attached)

The Terrace Lodge Redevelopment Fundraising Committee received a report from the Director of Financial Services/Treasurer detailing the total amount of funds raised since the last report to the Committee.

8.3 Considerations for the 2022 Annual Report

The Committee reviewed the 2021 fundraising report and consented to utilizing the same format for the 2022 report. The report for 2022 will be updated with a list of funded items and photos and will be presented to the Committee at a future meeting.

8.4 Purchasing of Items - Update

The Chair informed the Committee that staff are beginning to purchase items with funds raised from the campaign, and asked the Committee what its expectations are in regards to reporting on the items that are being purchased. The Committee consented to updating their spreadsheet to show items required, items that have been funded, and items that have been purchased. The Committee also discussed taking photos of residents with the items that have been purchased in order to show transparency, and to encourage donations. Once the campaign closes, communications and updates will be provided to the community regarding how funds are being spent.

9. FUNDRAISING STRATEGIES

9.1 Inventory of Promotional Materials and Updates / Printing Needs

The Committee discussed the current promotional items that are available and whether any items are required to be reprinted (i.e. brochure, colouring kit, bookmarks, magnets, thank you cards). The Chair noted that the brochure is now outdated in terms of the Committee members listed

on the brochure. The Committee discussed stapling their contact information to the brochure, or adding the new Committee member contact information to the brochure by using a sticker. The Chair will confirm with the previous Committee members to ensure that they consent to redirecting calls to new members. The Chair will ensure that all members receiving electronic copies of the documents.

9.2 Summary of Strategies Used or Considered To-Date: Lessons Learned

The Chair asked Committee members for ideas and feedback regarding previous strategies that were used or considered to date.

J. Chapman commented on the success of the Warden's Gala, and that the fair booth provided a lot of campaign exposure. The campaign received a substantial donation from the Elgin-St. Thomas Community Foundation, as well as the Aylmer Community Foundation.

W. Carmichael noted that it was enjoyable to participate in the fairs in the summer, and inquired as to whether the Committee has a booth in the St. Thomas Home Show. The Chair confirmed that we do not have plans for a booth at the show. W. Carmichael mentioned that a murder mystery might be a good idea for a fundraiser. She is participating in a Murder Mystery for another fundraiser, and will report back to the Committee on the success of the event.

The Committee agreed that the exposure of attending the fairs and events is valuable, and the Chair noted that the Committee could consider streamlining the process. Staff will get a list of 2023 events from the Tourism staff for review at the next Committee meeting.

9.3 Preliminary Ideas for 2023

J. Chapman recommended that the Committee consider attending the Educational Animal Display open house in May in Aylmer. J. Chapman will connect with the organizers to discuss.

The Chair noted that there were intentions of partnering with local businesses for point of sale donations, but . The consultants have prepared templated letters that can be sent to potential businesses.

W. Carmichael suggested considering Chase the Ace (a lottery game that can be profitable). The Chair noted that we may not qualify for a lottery licence, however staff will investigate and report back to the Committee.

J. Chapman suggested approaching local radio stations for a donation of advertising space. A. Drouillard will connect with 98.1 and Councillor Giguère will follow up with De Brigj in Aylmer.

The Chair informed the Committee that the Springfield Swans offered to partner with us on their annual Beef Dinner in support of the campaign. The dinner will be held on April 29, 2023, and will be held in conjunction with an online auction. Volunteers may be required that evening to help hand out dinners and set up signage promoting the campaign. The Chair asked the Committee to commit to selling ten (10) tickets each. All proceeds from the dinner and the auction will go directly to the Comforts of Home campaign.

The Chair reminded the Committee that phone calls and one-on-one conversations are still a very strong strategy.

10. OTHER BUSINESS

None.

11. CORRESPONDENCE

None.

12. CLOSED MEETING ITEMS

Moved by: Jamie Chapman
Seconded by: Sarah Leitch

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):

Motion Carried.

12.1 Donor Outreach Update

13. MOTION TO RISE AND REPORT

Moved by: Amarilis Drouillard
Seconded by: Sarah Leitch

RESOLVED THAT we do now rise and report; and

THAT the confidential report from Councillor Giguère be received.

Motion Carried.

14. DATE OF NEXT MEETING

The next meeting will be held on Monday, April 24, 2023 at 4:30 p.m.; location to be confirmed.

15. ADJOURNMENT

Moved by: Jamie Chapman
Seconded by: Sarah Leitch

RESOLVED THAT we do now adjourn at 8:23 p.m. to meet again on April 24, 2023 at 4:30 p.m.

Motion Carried.

Julie Gonyou,
Chief Administrative Officer/Clerk

Dominique Giguère,
Chair



REPORT TO TERRACE LODGE FUNDRAISING COMMITTEE

FROM: Jennifer Ford, Director of Financial Services/Treasurer

DATE: March 20, 2023

SUBJECT: Fundraising Financial Update

RECOMMENDATION:

THAT the March 20, 2023 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 from the Director of Financial Services/Treasurer that included Donations and Campaign costs up to Sept 30, 2022. At that time, the total funds raised after expenses was \$292,453. As of March 19, 2023, the amount of funds raised after expenses totals \$334,757. The overall fundraising total has increased by \$42,304 since the last report.

Donations Received for Terrace Lodge Fundraising as at March 19, 2023		
REVENUE (Donations to date)	Received	Outstanding
Cash/Cheque	106,317	11,400
Credit Card	31,700	
Donations Prior to Campaign Start	8,105	
Pledges (Expected Value)	115,150	55,000
In Kind Donations	2,125	
Warden's Gala Event	33,216	-
Total Donations	296,613	66,400
EXPENSES	Paid	Outstanding
Fees (credit card)	988	
Fundraising Consultants	4,500	
Signage	2,780	
Meeting Room Rental	150	
In Kind Purchases	25	
Advertising and Promotion	11,537	
Warden's Gala Event	8,276	
Total Expenses	28,256	-
Total Donations towards campaign	334,757	

Supplemental Reporting – Long Term Plan Update

The March financials indicate that 69% of the in-year target for 2022 was reached by year end and that the overall campaign target that has been reached sits at 54% as we begin 2023.

Donations Received for Terrace Lodge Fundraising as at March 19, 2023	Donations by Year of Pledged					Grand Totals
REVENUE (Donations to date)	2021	2022	2023	2024	2025	2021 to 2025
Cash/Cheque	64,228	47,434	6,055			117,717
Credit Card	27,280	3,420	1,000			31,700
Donations Prior to Campaign Start	8,105	-	-			8,105
Pledges (Expected Value)	45,150	70,000	45,000	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	156,170	52,055	5,000	5,000	363,013
EXPENSES						
Fees (credit card)	624	364	-			988
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	1,881	-			11,537
Warden's Gala Event		8,276	-			8,276
Total Expenses	13,174	12,832	2,250	-	-	28,256
						-
Total Donations towards campaign	131,614	143,338	49,805	5,000	5,000	334,757
% of Expense to Donation Revenue	9.10%	8.22%	4.32%			
% of Fundraising goal by Yearly total (225,000)	64%	69%	23%			
% of overall fundraising campaign goal to date(\$675,000)	21%	45%	52%	53%	54%	54%

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. Staff will include additional information related to Capital spend within the TL fundraising campaign at a later meeting.

CONCLUSION:

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

All of which is Respectfully Submitted

Approved for Submission

Jennifer Ford
Director of Financial Services/
Treasurer

Julie Gonyou
Chief Administrative Officer