

Corporation of the County of Elgin**TERRACE LODGE REDEVELOPMENT FUNDRAISING COMMITTEE****MINUTES****For Monday, October 3, 2022, 7:00 p.m.**

The Terrace Lodge Redevelopment Fundraising Committee met this 3rd day of October 2022. The meeting was held at the Masonic Centre of Elgin, 42703 Fruit Ridge Line, St. Thomas in a hybrid format with Committee members and staff participating as indicated below:

Attendees: Dominique Giguère, Elgin County Councillor, Chair (in-person)
Amarilis Drouillard, Municipality of Dutton Dunwich Councillor (in-person)
Kay Haines, Community Member (in-person)
Jim Jenkins, Community Member (virtual)
Jamie Chapman, Community Member (in-person)
Ruth Anne Perrin, Community Member (in-person)

Staff: Michele Harris, Director of Homes and Seniors Services (virtual)
Tanya Noble, Manager of Program & Therapy Services (virtual)
Jenna Fentie, Manager of Administrative Services/Deputy Clerk (in-person)
Stefanie Heide, Legislative Services Coordinator (in-person)

Regrets: Julie Gonyou, Chief Administrative Officer
Jennifer Ford, Director of Financial Services
Christine Leonard, Administrator, Terrace Lodge
Pete Barbour, Town of Aylmer Councillor
Fiona Wynn, Councillor, Municipality of Central Elgin
Brigitte Clark-Carmichael, Community Member
Richard Kisuule, Community Member

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: Ruth Anne Perrin
Seconded by: Amarilis Drouillard

RESOLVED THAT the agenda for the October 3, 2022 meeting of the Terrace Lodge Redevelopment Fundraising Committee be approved as presented.

- Motion Carried.

3. ADOPTION OF MINUTES

Moved by: Jamie Chapman

Seconded by: Kay Haines

RESOLVED THAT the minutes of the meeting held on August 22, 2022 be approved.

- Motion Carried.

4. DISCLOSURE OF PECUNIARY INTEREST OR THE GENERAL NATURE THEREOF

None.

5. DELEGATIONS

None.

6. BRIEFINGS

6.1 Donation Update – Director of Financial Services

Councillor Giguère briefly reviewed the report updating the Committee on the amount of funds received since the Committee's last meeting (attached).

Moved by: Kay Haines

Seconded by: Amarilis Drouillard

RESOLVED THAT the report titled "Fundraising Financial Update" from the Director of Financial Services dated September 30, 2022 be received and filed.

- Motion Carried.

7. Fundraising Strategies

7.1 Events Booth

The Committee provided feedback on the events attended throughout the summer. Efficiency of coordinating logistics increased with each event and the process will be smoother next year. Committee members noted that being near the washrooms at Wallacetown Fair was beneficial due to it being a high traffic area. Having a draw, such as small toys, glitter tattoos, colouring kit, or other activities for children, and the animatronic therapy cat, were effective for starting conversations with parents. Young people showed interest as they have buy-in because they have grandparents. The booths were a good way to increase awareness of the project, especially in the western part of the county. Some people had already donated or already heard about the project. Some children had already done the colouring kits

through the libraries.

Not as many events were attended as had originally been planned. Roughly half of the materials were used; the remainder can be used next year. About \$350 was raised. Estimate for how much could be raised per day was accurate.

There were lots of inquiries on how to get into Terrace Lodge as a resident. The Director of Homes and Seniors Services will look into providing pamphlets that could be used at the booths. The information is available on the County website and the Manager of Program & Therapy Services will work on something to add to the Fundraising website and will send a link to the Manager of Administrative Services as well as make a card with info that could be handed out.

Thank you to committee members, staff (admin & Terrace Lodge), and Chair for all their work on this project.

Committee members discussed participating in Christmas parades. Aylmer, Port Burwell, Springfield, Belmont, St. Thomas usually have Christmas parades. Committee members are open to the idea of doing a float, could hand out colouring kits or magnets. Recruit students to help, they can earn volunteer hours. The Chair will put this on list of potential ideas.

Jim Jenkins joined virtually at 7:22 p.m.

7.2 Launch of Christmas Catalogue/Donor Recognition Event

After canvassing donors for feedback, the committee decided to wait to do a donor recognition event until the campaign is finished. A "sneak peak" pre-recorded video of the construction progress and answering questions donors may have will be made and sent out to donors via email that also includes details of the Christmas campaign. This video can also be shared with Terrace Lodge residents. The committee will preview the video at their next meeting.

The next committee meeting will be a small celebration potluck, at cost of committee members, to mark the milestone of the end of this "chapter" as the committee composition may change after the election.

The Manager of Program & Therapy Services and the Director of Homes and Seniors Services will review the list of items to be included in the Christmas catalogue. The catalogue should be complete by November 14.

7.3 Telethon

Councillor Giguère will reach out to Richard Kisuule about getting numbers

of how many subscribers Eastlink has and where they are located to help determine if a telethon would be beneficial.

8. OTHER BUSINESS

8.1 Consultants are preparing donor letter templates.

8.2. The Terrace Lodge Auxiliary group is considering donating two of three stained glass windows for the chapel. The Auxiliary group and the Manager of Program & Therapy Services will discuss to arrange for them to be able to meet at Terrace Lodge again. It is noted that the Tuck Shop is a very valuable program that is missed. Long-Term Care Homes do not yet permit visitors to take off masks for food or drink, so the Tuck Shop has not been able to operate.

9. CORRESPONDENCE

None.

10. CLOSED SESSION

Moved by: Jamie Chapman
Seconded by: Ruth Ann Perrin

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

In-Camera Item #1

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

- 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.

- Motion Carried.

Moved by: Jamie Chapman
Seconded by: Amarilis Drouillard

RESOLVED THAT the confidential report from the Manager of Administrative Services be received and filed.

- Motion Carried.

14. DATE OF NEXT MEETING

The Terrace Lodge Redevelopment Fundraising Committee will meet again
Monday, November 14 at 4:00 p.m.

15. ADJOURNMENT

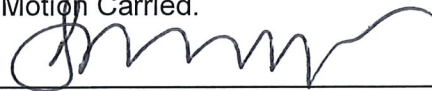
Moved by: Jamie Chapman
Seconded by: Jim Jenkins

RESOLVED THAT we do now adjourn at 8:12 p.m.

- Motion Carried.



Julie Gonyou,
Chief Administrative Officer.



Dominique Giguère,
Chair.