



MUNICIPALITY OF THE DISTRICT OF WEST HANTS
Sports Complex Fundraising Committee
November 8, 2018 2:30 p.m.
Sanford Council Chambers

Present: D. Francis Councillor District 5, Chair
A. Zebian Warden
C. Lowe Director of Finance
T. Brown Resident Representative
J. Woodman Administrative Assistant

Regrets: B. Bennett Resident Representative

1. Call to Order

The Director of Finance called the meeting to order at 2:30 p.m.

2. Approval of Agenda, including additions or deletions

MOVED and SECONDED that the agenda be approved with the following addition:
4 (g) – Design Committee
Motion Carried.

3. Election of Chair and Vice Chair

The Director of Finance called for nomination for Chair.

Warden Zebian nominated Councillor Francis. Councillor Francis accepted the nomination.

The Director of Finance called for nomination for Chair again. There were no further nominations. The Committee was in agreement with Councillor Francis as Chair.

The Director of Finance called for nominations for Vice-chair.

Warden Zebian nominated Torra Brown as Vice Chair. Torra Brown accepted the nomination.

The Director of Finance called for nominations for Vice-Chair again. There were no further nominations. The Committee was in agreement with Torra Brown as Vice Chair.

4. New Business

a. Sports Complex Fundraising Committee Terms of Reference

MOVED and SECONDED that the Sports Complex Fundraising Committee Terms of Reference be accepted.
Motion Carried.

b. CRA Requirements

The Director of Finance reported that part of the development of this Committee was having a donation policy in place, and she noted it is going to the next Committee of the Whole meeting. She confirmed once approved it will outline some of the Canadian Revenue Agency (CRA) requirements for accepting donations. She cautioned the Committee when

holding fundraising events will need to consider all CRA implications. She offered that she has a staff member who is developing a database to track and produce the certificates for the CRA requirements. She suggested if the policy is approved at the December Council meeting, donations can then be accepted.

c. Authorized person(s)/ Insurance

The Director of Finance indicated that she has done research on insurance and authorized people for the banking and fundraising events. She suggested the expectation is that there will be procedures in place for the internal controls relating to any fundraising events. She offered that she will have the Committee review and approve these procedures. She confirmed this would also cover all volunteers.

Chair Francis asked if the volunteers would need to provide a criminal record check. The Director of Finance confirmed this would be included in the procedure process.

d. Fundraising Ideas/Tommy Gun's Chase the Ace

Warden Zebian reported that he was contacted by a representative from Tommy Gun's who have had very successful Chase the Ace's in the past. He suggested that the business would like to start one immediately and are seeking approval to proceed by the Committee, with all proceeds going to the Sports Complex. Chair Francis questioned what involvement is needed by this Committee to hold the event. Warden Zebian suggested that the Committee would need to provide volunteers to run the event. The Director of Finance suggested an event like this would not be considered a donation and wouldn't be applicable to the donation policy and confirmed the event could start immediately. The Director of Finance confirmed the bank account has been set up and suggested that she would like to establish a communications strategy on how to market the Sports Complex.

The Director of Finance confirmed that she will be meeting with the Communications Coordinator to develop a page online for people to give donations and provide information on the project. She indicated that she would like the Committee to set a goal on what is to be fundraised and what the message is when going out to ask for funding. Warden Zebian suggested that Ben Bennett would be an asset on the technical side and has vast experience in this area. He suggested asking for his assistance with the website design and marketing pitch. It was noted that Ben Bennett has previously suggested making a promotional video for the project.

Warden Zebian agreed to reach out to Tommy Gun's to start the Chase the Ace fundraising, he suggested that he would need volunteers for the event. The Director of Finance stated the communications package could also include a sign up for volunteers for events.

Warden Zebian suggested setting other fundraising events so they can start immediately. Chair Francis suggested holding an auction like what was done for the Beef Show which was very successful. She suggested that naming signage for the facility should be considered and determine what the operating budget was. The Director of Finance agreed and suggested creating different levels of donation of signage naming rights to attract larger sponsorships. Warden Zebian asked if the Committee should appoint someone to start approaching the larger businesses for naming rights or sponsorship. The Director of Finance advised that the Municipality has been approached by a local business who expressed interest in the naming rights, and they should be asked to write a submission. She suggested that one person shouldn't be appointment instead everyone should reach out to any contacts they have and then the Committee could decide.

Warden Zebian asked if a letter could be drafted so Committee members can get started. The Director of Finance advised the donation policy will include a letter of commitment. She asked members to email her any ideas they have, and she would compile a marketing list for the Committee to consider. Chair Francis suggested that the should be done immediately.

T. Brown suggested approaching the Rotary about being a beneficiary for an auction. Chair Francis advised that she didn't think this was held anymore but agreed it would be worth looking into. The Director of Finance offered this would need to be done through a letter of commitment. Chair Francis indicated now is the time to brainstorm for ideas and suggested it be included on the Municipal website to ask the public for ideas or assistance.

The Director of Finance advised she could ask the Communications Coordinator to include a post asking if anyone has any ideas or suggestions to submit them through a fundraising e-mail. Chair Francis offered that she has spoken to residents who are waiting to give donations towards the project. She suggested doing a celebrity bartender event, similar to what was done at the Spitfire which has been a success in the past. She cautioned that the Committee needs to contact the businesses who are reaching out to help now so the Committee doesn't miss out. She also suggested that the Committee consider hosting golf and ball tournaments in the summer. Warden Zebian advised that Andrew Salter has contacted him and offered his services about organizing a ball tournament. The Committee agreed Mr. Salter should be contacted now to book a tournament.

Warden Zebian expressed the importance of insuring the fundraising is community led. Chair Francis suggested reaching out to businesses for a grand prize for a 50/50 draw. It was also suggested that recreational associations be asked to partner for events, such as Soccer NS and the hockey association who is currently selling 50/50 tickets.

e. Community Involvement

Chair Francis indicated she added this to see if the Committee could reach out to the public through the webpage, which was answered by the comments just made by the Director of Finance.

f. Design Committee

Chair Francis suggested that it would be beneficial for this Committee to meet with the Sports Complex Design Committee to determine what their expectations are to be raised by this Committee. Warden Zebian suggested with discussions with the Chief Administrative Officer the Sports Complex Design Committee is anticipating the project will cost approximately \$12 Million. He suggested that a goal of fundraising \$2 Million for the project would be more than generous to replenish reserves. The Director of Finance offered before setting a goal amount, that she first meets with the Communications Coordinator as suggested, and she agreed to reach out to Ben Bennett for assistance.

Warden Zebian agreed to contact Jeff Redden who is very community oriented to see if he had any ideas, he agreed to copy the committee on the correspondence.

5. Adjournment

MOVED and SECONDED that the meeting be adjourned.

Motion Carried.

The meeting adjourned at 3:37 p.m.

The next meeting is scheduled for November 29, 2018 at 9:00 a.m.

Debbie Francis, Chair