



WEST HANTS
NOVA SCOTIA

**MUNICIPALITY OF THE DISTRICT OF WEST HANTS
Sports Complex Fundraising Committee
November 29, 2018 9:00 a.m.
Sanford Council Chambers**

Present:	D. Francis	Chair, Councillor District 5
	A. Zebian	Warden
	C. Rochon	Director of Finance
	T. Brown	Resident Representative
	R. Brown	Municipal Clerk
	B. Bennett	Resident Representative
	C. Remme	Communication Coordinator

1. Call to Order

Chair Francis called the meeting to order at 9:00 a.m.

2. Approval of Agenda, including additions or deletions

MOVED and SECONDED that the agenda be approved.

Motion Carried.

3. Approval of the Sports Complex Fundraising Committee Minutes of November 8, 2018

MOVED and SECONDED that the Sports Complex Fundraising Committee Minutes of November 8, 2018 be approved noting any errors or omissions.

Motion Carried.

4. Business Arising from the Minutes

a. Chase the Ace Fundraising Idea

Director Rochon informed she had met with representative of Tommy Gun's Speakeasy Lounge about Chase the Ace noting there were concerns received about gambling and alcohol involvement. She informed a new Hospitality Policy will be approved in December that could help with these concerns. She inquired what other facilities or businesses could be considered for Chase the Ace instead of Tommy Gun's; such as streaming the fundraiser in various districts or Bubba Ray's Sports Bar. The Director suggested a list of house rules for the facility and controls would need to be developed. She informed that a gambling licence and at least two volunteers per week will be needed; suggesting the Chase the Ace fundraiser start in February.

b. Fundraising Website

The Director of Finance informed a draft template for the fundraising website had been developed. She reviewed the template of what would be on the website, including how people can contribute, donor form, volunteer sign up form, feedback form, a calendar, and

update on fundraising section. The Director asked the Committee for any further suggestions, noting the aim would be for February for the website launch.

B. Bennett confirmed the website would be linked to the Municipal website and that he would like to see the design before knowing what else would be needed. He suggested the video to be created should be prominent on the website, so it could be seen by people and that he could help with wording of website content. Chair Francis suggested that Director Rochon, B. Bennett and the Communications Coordinator work on the website content. The Communications Coordinator informed the Committee will be able to view the website and suggest changes before it goes live.

c. Community Involvement/Volunteers

Chair Francis stated the community needs to be involved in the project and that a list of community volunteers was needed as the Committee will need help with fundraisers. She noted that although the Committee was waiting until the RFP is awarded and other financial support confirmed before starting to raise funds, help will be needed to organize the events before launching. She asked how to get volunteers on board. Director Rochon agreed a list of volunteers was needed and stated the Committee did not have to wait to create a list. She suggested contacting sport associations in the area for help and that a Facebook post could be done as well as creating the fundraising email address that people could contact to sign up.

Warden Zebian suggested the first fundraising event should be held right after or at the same time as the project funding announcement. When asked when the funding announcement would be, Chair Francis stated the Municipality would not know until a few days before as it was a Federal and Provincial announcement. B. Bennett suggested the first event should be purely an announcement, as December and January were the worst months to obtain funds from people. B. Bennett suggested sending an invitation about the announcement to a specific list of corporate donors and those likely to give large donations, so they feel they are part of the project from the ground up.

5. Correspondence

There was no correspondence.

6. New Business

a. Communications

Chair Francis stated she has already spoken to businesses regarding donations, she suggested a list of businesses be started and a letter be prepared to invite them to a launch party. Director Rochon stated she could draft a letter if there was a list, noting it would be a standard invite letter. Chair Francis requested that Committee members email her their list of businesses by December 3rd. B. Bennett suggested the list should contain those who are willing or who we want to donate and that the public should also be included, as people are not aware of the project.

The Communications Coordinator suggested focusing on recruiting volunteers now, and in

February also start looking at businesses, noting the announcement should be community focused. Chair Francis believed a public meeting or information session about the sports complex was needed to inform people about what was happening, so they would get involved. She stated there has been a lot of work on the Request for Proposal (RFP), noting the meeting would not be looking for public input but to inform the public. However, a donor letter should be ready for when the announcement comes so community businesses can be included.

Warden Zebian agreed noting talk of the sports complex has gone quiet and that momentum needed to be built so people will get involved as it is not the same project as before. He informed that the Federal Government typically provides short notice on funding announcements. The Warden went on to note that both businesses and community donors and volunteers were different aspects to consider but that both needed to be ready to go. Chair Francis felt that community involvement was important and that business partners were also needed.

The Director of Finance suggested obtaining a contact number for people and businesses so an invitation for the Federal announcement could be made by calling. She hoped that once the RFP was awarded there would be images that could be shown to people at a launch event. The Director noted that until the Donation Policy is approved, donations can not be accepted but a donation form could be accepted to acknowledge the intent to donate.

B. Bennett inquired if a letter could be sent out ahead of Federal announcement to let the invitees know it is coming as early as possible for their planning. He suggested that the sequence of event that would make the most sense to the community would be: Federal Announcement, public information session, then the fundraising launch. The Communications Coordinator suggested not using the words "public information session" as it suggests a formal function and that the purpose is to try to get excitement and interest in the project, noting currently there is no information to give until after the RFP is approved. She went on to state that any current information can be put on the website which could start now to help drum up interest.

Chair Francis noted the Sports Complex Design Committee (Design Committee) meetings and information are public and agreed the session should not be called a public information session. She stated that the public did need to be given a timeline of what has or will be happening, especially as the design will not be the same as the previous project given the budget and she did not want the same backlash from the public as Councillors have received at their Town Hall Meetings. Director Rochon suggested any meeting be after the funding announcement and that excitement could be drummed up by interviewing the Warden and posting on Facebook, noting the interview could be fun and informative. The Warden was supportive of the idea and asked B. Bennett if he could organize a short video about what was going on, funding announcements coming, the location etc.

B. Bennett stated the kick off event needed to be worth going to and it should not be held at the Municipality Office but at another facility such as the Schoolhouse Brewery. He stated

people or businesses invited to the kick off event should be those who realistically will fund the project. He suggested that a corporate fundraising event was needed and then a larger community event could be held later possibly informing of significant corporate donations and letting the community have fun.

Chair Francis summarized that a list of corporate donors with contact number be built to send letter to, a post be put Facebook regarding volunteers and that a public session be held after the RFP. Warden Zebian suggested a letter go out to the Corporate donors to prepare them for the Federal funding announcement to come, then the Committee could call the businesses when the actual announcement date was determined.

Director Rochon suggested a video could be done prior to the RFP being approved, so possibly in January and that by then there should be some information on events. The Chair suggested a joint meeting be done with the Design Committee and asked B. Bennett when a video could be completed. B. Bennett noted the design is currently only a theory, but excitement could be created through marketing such as an aspirational video and how the facility could impact the community. Director Rochon felt it was a good idea to create an emotional connection to obtain support. The Communication Coordinator noted the "Do It In Wolfville" campaign was a good example, and that it could include businesses, the community and hockey.

The Warden noted the Hockey Heritage Society's Birthplace of Hockey Tournament would be happening in January and that perhaps some former NHL players would want to be involved. B. Bennett stated it would be best to start sooner and think more about marketing communications.

Chair Francis stated an olive branch to be put out to the Hockey Heritage Society to be involved and that she thought there may have been a heritage component to the facility; the Warden will contact the Society. Chair Francis noted that Rick Smith of the Design Committee was present as a member of the public and inquired if there was a heritage component. Mr. Smith stated he was unsure of a heritage component in the RFP and that the Chair of the Design Committee should be contacted. B. Bennett informed he had sent an email to the Design Committee about incorporating a hockey history feature into the design. The Communication Coordinator suggested the Hockey Heritage Society may still want to be involved regardless of the design. The Chair stated having the Society in the building was important and that a meeting with the Design Committee should be done soon.

The Communications Coordinator informed that the Facebook page needs to have preschedule post and that at least 2 weeks notice for a post was needed which should include an image. She suggested a plan for Facebook posts should be created, such as Tuesday's are for fundraising updates and Wednesday's for thanking volunteers, noting other post could be about large or memorial donations. She stated the posts could be shared on other Facebook pages, should have an image.

b. Fundraising Calendar

Director Rochon informed she was attempting to place possible events on a calendar and reviewed what she had set out to date. She stated having a list of events with possible dates will aid planning and Facebook posts, clarifying currently the focus was on the larger events and that there will be other smaller events such as the celebrity bartender fundraiser.

Chair Francis felt it was hard to book events for dates when the Committee was unsure of the volunteers needed to help organize the events. She stated that if starting to plan events now, a big-ticket item would be needed for a raffle in order to generate lots of money. Warden Zebian informed that Andrew Salter had previously mentioned doing a few ball tournaments and could help determine dates for this community fundraiser. The Warden went on to note that a raffle for a basket worth a few hundred dollars would not be worth doing as it would not generate a lot of funds and that 3-4 large fundraisers needed to be done each year. He suggested a good raffle item would be a car if a dealer would be willing to donate one. B. Bennett stated a group of items worth \$10,000 or more could also work. B. Bennett went on to note that community events should focus on the announcements of large donations, for example an outdoor picnic for large donation made by Sobeys.

Director Rochon noted the whole year did not need to be planned but could be planned quarterly with each Committee member being designated to events, suggesting focussing on December to March. She summarized that two videos, a launch party and invitation to funding announcement needed to be done. She stated that a small basket fundraiser could be managed through Facebook to get the community involvement and even reach people beyond Nova Scotia.

Chair Francis suggested the Committee could start looking at selling seats, soccer balls and pucks but would need to talk to the Design Committee first to determine what is wanted. She noted that billboards around the facility would be operational sales items and that a company has already approached her about sponsoring the zamboni, which could be announced. B. Bennett suggested the Design Committee needed to be consulted as the inventory of items to sell would depend on how they would be incorporated into the design and will form part of the look of the facility. He went on to note that his business, Buoy, was going through a similar process with a client.

Chair Francis took a call on speaker during the meeting from the Chair Leopold of the Design Committee. Chair Leopold informed representatives from the Fundraising Committee could attend the next Design Committee meeting. Chair Leopold informed there was a budget restriction of \$12 Million and that the Design Committee had wanted an update on fundraising. Director Rochon suggested a few members from each committee meet then report back to their respective committees. Chair Leopold stated the Chief Administrative Officer would need to be consulted on this idea, as she did not believe that members could meet outside of official meetings.

Director Rochon confirmed the fundraising calendar plan would be for the first quarter. She stated as funds would be needed to for initial events, a funding request to Council would be

needed as it was not in the budget. B. Bennett suggested that good and materials could be requested from corporate donors and sponsors for events.

c. Potential Donation Form

Director Rochon stated the Donor Declaration Form in the agenda package was an example of the form to be used, noting this was strictly for donations. The donor form can be used to get confirmation of donation in writing and collect the funds later.

The Director informed that sponsorship would have a different agreement as they receive advertising benefits, so the names on a zamboni, pucks and jerseys would be under sponsorship. She suggested the who and how sponsorships are accepted would need to be discussed as it could involve naming rights and inappropriate sponsors.

d. Fundraising Launch Event

B. Bennett suggested having a meeting with Cam Hartley of Schoolhouse Brewery regarding the launch event and the special beer he wants to do. Director Rochon informed that under the new Hospitality Policy, events can have alcohol present but can not promote alcohol so it would need to be look at. She suggested having the event at the Schoolhouse Brewery but not having an "arena beer".

e. Fundraising Video

B. Bennett stated money had already been donated for a video and he hoped to present something at the next meeting. He stated the video concept was a kid going to Long Pond in the winter by themselves then people start showing up with equipment, so the concept was building a community around the idea. The suggested tag line for the video would be "Sometimes the biggest ideas start in the smallest places", noting the idea would be to play on the heritage of the area as the origin of hockey. He informed that incorporation of soccer and the field would need to be done and suggested that funds would be needed to put the video on social channels. B. Bennett went on to note that major sponsors could have their logos at the end of the video, be asked to promote the video on their social networks and that end of the video could encourage donations. The Director of Finance stated that the West Hants slogan and branding needed to be incorporated as well.

f. Branding of the Sports Complex

B. Bennett noted that eventually the sports complex will need to be named and would have a naming sponsor, suggesting the facility should have its own identity but not be named the West Hants Sports Complex. He went on to suggest the name should be supported by the community and should reflect the local heritage, this will help with branding and marketing opportunities. Chair Francis noted at a previous Design Committee meeting there was a suggestion to have the facility look like a barn; B. Bennett agreed the building should have personality and be inviting. T. Brown suggested that the question of a name could be put out to the schools for their ideas. Chair Francis stated the Design Committee may have information that could be used.

Director Rochon noted that naming and logos will take time, noting the B. Bennett was already working on videos for the committee and thought ideas for the logo should be specific to reduce the amount of work associate with various potential names. The Director was unsure if the design information was needed first or not. She suggested that an idea of a barn could be incorporated in the video based on history, noting it would be ideal to have logos to incorporate into the website and marketing tools for the launch. Chair Francis was unsure if logos should be on the merchandise for sale at this point as the full name with the naming rights will not be known yet. B. Bennett suggested generating a list of potential branding names to present to the Committee and then recommend a name to Council, noting after a name is chosen a logo can be developed. Director Rochon suggested having the visual concept before taking it to Council. B. Bennett stated he would prefer that Council approve a name then create the visual, so work is not duplicated.

There was a discussion of how many branding names to recommend to Council. Director Rochon stated one name should be submitted and have a back up in case Council does not agree with the recommendation. She noted that Council has entrusted the Committee for recommendations; the Warden agreed.

Chair Francis summarized the actions items to be worked on:

1. List of corporate donors, with email and phone numbers to the Chair by December 3, 2018;
2. Branding name ideas;
3. Potential meeting with Design Committee on December 3, 2018 at 3 p.m.;
4. B. Bennett to obtain an update from Cam Hartley;
5. Warden to contact the Hockey Heritage Society.

B. Bennett informed The Spitfire Arms Alehouse has agreed to do a celebrity bartender night and that a few of his client have agreed to donate prizes, he suggested doing this in March.

7. Date of the Next Meeting

The next Sports Complex Fundraising Committee meeting will be determined later.

8. Adjournment

MOVED and SECONDED that the meeting be adjourned.

Motion Carried.

The meeting adjourned at 10:45 a.m.

Debbie Francis, Chair