



WEST HANTS  
NOVA SCOTIA

**MUNICIPALITY OF THE DISTRICT OF WEST HANTS  
Sports Complex Fundraising Committee  
January 29, 2019, 2:00 p.m.  
Sanford Council Chambers**

Present:       D. Francis                   Chair, Councillor District 5  
                  A. Zebian                    Warden  
                  C. Rochon                   Director of Finance  
                  R. Brown                    Municipal Clerk  
                  B. Bennett                 Resident Representative  
                  J. Hanshaw                 IT Specialist (left 2:50 p.m.)  
                  C. Remme                  Communications Coordinator (left 3:10 p.m.)

Absent:        T. Brown                    Resident Representative

1. Call to Order

Chair Francis called the meeting to order at 2:00 p.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 29, 2018

**MOVED and SECONDED that the Sports Complex Fundraising Committee Minutes of November 29, 2018 be approved.**

**Motion Carried.**

4. Business Arising from the Minutes

a. Fundraising Website

Director Rochon stated she and IT Specialist Jeff Hanshaw had drafted the content and template for the fundraising website. The website information was sent to the Communication Coordinator for review and should be ready to go live once the Request for Proposal (RFP) for design-build is approved. She stated that the IT Specialist could answer any technical content and that she would answer any content questions.

IT Specialist Hanshaw reviewed the website noting it needed to exist within the existing Municipal website format and could not be a separate website. The Fundraising website would be under the Resident menu on the Municipal website but could also be in the forefront of the main page. The fundraising website could have custom images on the rolling screen and sidebar links to other subsections such as volunteer sign up, donations, event lists and fundraising feedback form. The IT Specialist noted most content could work within the design of the website.

When asked about placing the fundraising video on the photo ribbon, the IT Specialist informed it could not be on the ribbon as it was just an image rotator, but the video could be placed elsewhere on the site or could replace the photo ribbon. He added the incorporation of anything else can be done in-house. Chair Francis asked if the newest fundraiser could be prominent on the website and was told yes.

Warden Zebian inquired if there was a section for Committee members. The IT Specialist stated there could be a section for Committee Members and suggested having pictures of the members. Director Rochon asked that as the website is more formal than Facebook, were more formal pictures needed or could selfies be placed on the website. The Communication Coordinator stated it depended on the persona the Committee wanted suggesting as the point of the website was to engage the community, the Fundraising section did not need to be as formal. The Communications Coordinator went on to note the wording on the website was long and to engage people more pictures should be used to attract more attention. The Communication Coordinator suggested taking lots of pictures at events that could be used for the website and Facebook posts. She went on to note the wording should be condensed as long wordy sections do not maintain interest.

B. Bennett stated that donations should be prominent on the website and have a button on the top corner of the page, as obtaining funds was the goal. He went on to inform the IT Specialist the video could be accessed by a code and placed on the website, noting the rotator should be like an advertising banner.

Director Rochon noted the website being viewed was still draft and that other additions could include a news feed for upcoming events, sponsor information such as picture of donors as a rolling image, there could be a different monthly goal set for specific purpose such as all March funds to locker rooms and have a picture associated. The Director went on to note the donations section would have methods of payments, a fillable donation form and Donation Policy. The Director suggested that a barometer of total fundraising could be placed on the website such as a hockey net and could be updated each month. Chair Francis suggested having a hockey stick showing fundraising total at the building site.

#### b. Chase the Ace Update

Director Rochon stated as part of the lottery licence the house rules needed to be determined such as what percentage of funds went to the ticket holder, the jackpot and the Fundraising Reserve. She informed there are different rules depending if people needed to be present or not, which the Committee would need to decide on. If the person is not required to be present, then they would be called three times with in a specified time and if no response someone (who is not allowed to buy tickets) would draw for them. She noted if they are required to be present, the name is called three times in 15 minutes and if no response another ticket is drawn.

B. Bennett preferred not to require people to be present as more people would come. When it was suggested the time limit of 15 minutes to get to the location, he noted it should be longer so that people from further away could have time to get to

the location. Chair Francis felt that anyone with a ticket would stick close to the draw location. Director Rochon noted the draw would not be until 8:30 p.m. and there would be several steps to be completed and it would be around 9:00 p.m. before the actual card selection, so did not want to make people and volunteers wait too long and other there were administrative duties after. She went on to note the other organization that have done Chase the Ace only allowed 15 minutes.

Director Rochon informed the lotto licence application required two people who would not be able to purchase tickets, she would be one and so another Committee member was needed. The Director stated if needed, the application could be process and back within ten days. She informed there is no cost for the application to Alcohol, Gaming, Fuel and Tobacco (AGFT) Division, but they do take a percentage of sales. Chair Francis added that if some one hand delivers the application it could be approved the same day. The Director advised the tentative start date was February 21<sup>st</sup> but could be changed. The Director noted tickets would need to be purchased and a budget approved. B. Bennett volunteered to pick up the licence if needed within the next two weeks.

Director Rochon noted with regards to the breakdown of fund anything could be done and provided some examples. B. Bennett stated most people chase the jackpot so suggested 40% to the Fundraising Reserve, 40% to the Jackpot and 20% to the ticket holder (40/40/20).

Warden Zebian stated the design build should be awarded before advertising is started on Chase the Ace. Director Rochon stated advertising could start on Feb. 14<sup>th</sup> if the design-build was awarded on February 12<sup>th</sup>.

J. Hanshaw inquired when the Facebook and website would need to be ready and was told by February 13<sup>th</sup>. He went on to ask what part the Facebook Live would be used for and was told to live-stream the ticket draw, the laying out of the cards, selection of the card and finally where the Ace was. The IT Specialist suggested that based on the location, the device and internet connection should be reviewed soon as there may be additional equipment required. Director Rochon stated that the location was Tommy Gunn's in Windsor and they had previously streamed a Chase the Ace there. Chair Francis did not think there had been any issue before but would let staff determine what was needed.

Director Rochon stated there had already been volunteers for Chase the Ace but that at least three Committee members should be there on the first night. She noted that other controls such as issuing the ticket funds and securing the remaining fund needed to be address and that one of the two members on the licence needed to be present in case, they had to draw on someone behalf. The IT Specialist asked what happens if the Facebook Live messes up and was told the proceeding would stop and may need to be redone.

The Committee agreed on the 40/40/20 division of the sales. B. Bennett suggest obtaining ambassadors to who by ticket so to attract others. Regarding pre-sales of tickets Director Rochon informed the House Rules needed be amended to provide

for presales to state the time and locations for the presales. Pre-sale would be a few days before and there would be a few places to purchase tickets the night of.

When asked the Director informed that Committee member can not sell tickets as each ticket needs to be tracked. She went on to note that although the pre-sale location can not change others can be added easily if needed. B. Bennett suggest not using the Municipal Office as a pre-sale location due to the amount of traffic. The Director informed the location of sales needed to be known for reporting purposes and asked the Committee member check with the Windsor Legion and Windsor Community Centre to see if they could be used,

Warden Zebian noted that the first Chase the Ace would occur the same night as the Planning Advisory Committee, February 21<sup>st</sup>. Director Rochon stated she could attend and have some volunteers to help. The Communication Coordinator stated that starting on February 28<sup>th</sup> would be better as the Facebook page would have more time to build up and posts could be scheduled. The Director agreed it would be better noting it would leave time for another meeting.

c. Community Involvement/Volunteers

Chair Francis noted if there would be a section for community involvement and volunteers on the website and asked who would keep the contact list for volunteers. Director Rochon stated she would be creating a list of volunteers and when they are needed would send out emails to them to ask for help on specific fundraisers.

d. Review of Business Contacts

Chair Francis reminded everyone to make a list of their contacts. She went on to state the list should be provided to Director Rochon to compile a group list. B. Bennett noted his contacts would be more receptive if he directed contacted them.

e. Branding

B. Bennett informed he was waiting until some things are sorted out before proceeding with the branding. He would present information at the next meeting for the Committee to recommend to Council. Warden Zebian noted it should be presented to the Committee of the Whole before going to Council. There was a discussion on the dates and procedure of when to present the branding.

The Communication Coordinator tasked why branding for fundraising efforts needed to go to Council for approval. Warden Zebian informed the branding was for the sports complex to help bring attention to the fundraising. B. Bennett suggested reviewing the branding by email but was informed that it needed to be done at a public meeting and that a formal report was needed. It was determined that Director Rochon and B. Bennett would determine the next meeting date.

5. Correspondence

There was no correspondence.

6. New Business

a. Fundraising Letter

Director Rochon informed a fundraising letter had been sent to the Windsor Hockey Society and she had drafted a general fundraising letter. She noted a donation letter would include a copy of the donor declaration form for back ground information and the letter could be modified to be specific to the contact it was being sent to.

Warden Zebian suggested sending a letter to Kings Edgehill School when the design-build was awarded so see if they would support the project again. Director Rochon stated that Committee member should take donation declaration forms and have donors fill them out now, but could they could not accept actual donations. Warden Zebian suggested that obtaining large donors now would be good for the grand kick off.

b. Facebook Launch

Director Rochon stated the Facebook page will not take long to set up but would not be ready when the website was ready, so currently would use the Municipal Facebook page. Once the design-build RFP is approved the details of how to administer the Facebook page could be determined, as the one issues will be how to link it with the live-streaming required for the Chase the Ace fundraiser as there will be different people from week to week.

The Communications Coordinator stated the Facebook page could be started sooner as there is already some images that could be used, and it could direct people to the website, noting the post. Chair Francis recapped that one of the goals should be to get both the website and Facebook up at the same time.

B. Bennett felt the Facebook page should be done later as he did not think there is enough to attract people to a separate page, adding once a separate identity and there is more information then to add it later and roll into the operations of the sports complex. The Communications Coordinator informed all posts would be cross posted on the Municipal Facebook page and Twitter so it would not take long for people to start following the fundraising page. She noted could have post about other sports complex information such as the design and that it would surpass those that follow the Municipal page because people are interested in the project. B. Bennett stated he just wanted to limit the efforts on the smaller issues and focus on the fundraising, noting once there was separate identity it should be done.

Chair Francis stated once the Chase the Ace starts there would be a weekly post that would attract people to the Facebook page. B. Bennett confirmed that Chase the Ace was required to be live.

J. Hanshaw asked if the technology for the Facebook live-streaming had been looked at. B. Bennett stated it would be done as simple as possible, noting if it can be seen and heard, it would be enough for the AGFT Division. He went on to inform that a person could not play Chase the Ace over Facebook and still needed to buy the ticket at the facility. B. Bennett informed there needed to be a record which needed to be submitted, but due to the change in rules people could view it on Facebook and then go to the location to draw if they were selected.

J. Hanshaw stated when the Committee was ready to review the technology to be used for live-streaming, such as an iPhone or other, he could help. Warden Zebian asked if B. Bennett would be handling the live-streaming for Chase the Ace. Director Rochon stated any one could handle it if they had the equipment and access to the Facebook account. She noted that when meeting with the host location they had used an iPhone. Warden Zebian was concerned it meant have another volunteer to handle the live-streaming.

c. Budgeting

Director Rochon asked what budget might be needed for future events, as the Committee did not have a budget and she knew there would be some cost for Chase the Ace such as purchasing the tickets. She stated a request to Council for a budget until March 31<sup>st</sup> was needed for the launch event and to create a reserve account, noting going forward there could be funds from the annual budget. She also noted that for Chase the Ace 5% of the jackpot needed to be paid to the AGFT Division.

The Warden and B. Bennett did not feel there would be a cost to have the event at the Schoolhouse Brewery, noting that usually there would be just a minimum spend which could easily be achieved. The Director asked if items like posters, snacks, celebrity drop-ins would be needed to make it fun. The Warden suggested getting a banner for fundraising that could be put up before events, noting it may cost a couple hundred dollars. Chair Francis liked the banner idea, asking the Warden to investigate it. The Chair went on to suggest the owner of Schoolhouse Brewery, Cam Hartley, would not want us bringing in food and suggested that a budget of \$500 would be enough.

Director Rochon inquired what was envisioned for the launch event at Schoolhouse Brewery. B. Bennett did not have any further information on the event or proposed date but will talk to the Mr. Hartley and report back to the Committee. He went on to suggest asking Mr. Hartley to help arrange an event but at another location if needed.

**MOVED and SECONDED the Sports Complex Fundraising Committee recommends that the Committee of the Whole recommends that Council approve a special budget of \$500.00 for the Sports Complex Fundraising Committee pending the approval of the Request for Proposal for the Sports Complex.**

**Motion Carried.**

**MOVED and SECONDED the Sports Complex Fundraising Committee recommends that the Committee of the Whole recommends that Council create a Special Reserve for the new Sports Complex, pending the approval of the Request for Proposal for the Sports Complex.**

**Motion Carried.**

d. Seat and Puck Sales

Chair Francis stated the seat, puck and soccer ball sales should be started soon, adding for the seat sales a name would be placed on plaque. Director Rochon stated the number of

seats would be nice to know as well as the price point for each item. The Chair suggested number of seats did not need to be know right away as it was unlikely to sell out right away and that seats could be \$500 while pucks and soccer balls could be \$100. The Committee members agreed.

Warden Zebian felt each seat should have a plaque on it with the name. Chair Francis felt that having name on one large plaque in the entrance was better as people would pick off the plaques on the seat. A member the audience when asked stated that if the name was on a seat people would have the impression it was their seat. She went to note the pucks and soccer balls would have names on them which could be incorporated into the design, such as on the walls or in the floor. The Warden liked the idea of a nice large plaque.

B. Bennett felt either a large plaque or individual seat plaques would work depending on what was more economical but felt it should still be called a seat sale. He informed that he had spoken to the Sports Complex Design Committee but did not feel it went well. The Director stated initially there would only be a concept of complex and during the design phase might be the best time to discuss incorporation of fundraising items. She was concerned on the pucks and soccer balls as we could not say how they will be incorporated but we know there will be seats and wall space for plaques. B. Bennett suggested just not stating how they will be incorporated when selling them.

Director Rochon stated that money can not be collected yet but could add what is available and the pricing on the website. She stated she would need to be aware when a company wanted a logo on an item as it would change from a donation to sponsorship. The Chair noted having logos on the items was not intended and would require a larger item. The Warden suggested the item would for most residents. The Director will research the cost and sources for the plaque, the pucks and the soccer pucks; and where to get them printed.

#### 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 3:35 p.m.

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Debbie Francis, Chair