



WEST HANTS  
NOVA SCOTIA

**MUNICIPALITY OF THE DISTRICT OF WEST HANTS  
Sports Complex Fundraising Committee  
April 30, 2019, 3:00 p.m.  
Sanford Council Chambers**

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

There were no members of the public present.

1. Call to Order

Chair Francis called the meeting to order at 3:00 p.m.

2. Approval of Agenda, including additions or deletions

**MOVED and SECONDED that the agenda be approved with the following changes:**

- **4(f) moved to 4(b) and remainder of item 4 be adjusted accordingly.**

**Motion Carried.**

3. Approval of the Sports Complex Fundraising Committee Minutes of January 29, 2019

**MOVED and SECONDED that the Sports Complex Fundraising Committee Minutes of January 29, 2019 be approved.**

**Motion Carried.**

4. Business Arising from the Minutes

a. Chase the Ace Update

The Director of Finance informed the date for the Chase the Ace at Tommy Gunn's needed to be let go as the facility relies on the event for business and it was not known when the Request for Proposal would be approved, and fundraiser could be started. Tommy Gunn's will let the Committee know when Chase the Ace could be held in the future.

b. Seat, Puck and Soccer Ball Sales

Chair Francis suggested a brochure for the seat, puck and soccer balls be created with prices listed. She noting it needed to be clarified it would be the naming of the seat not that a person would own the seat. She also stated the pucks could possibly be the wooden ones from Windsor Hockey Heritage Society with names on them and the soccer balls would be like the pucks but for display in the fieldhouse. Seats would sell for \$500, while soccer balls and pucks would be \$100 depending on what they are made of. The Chair noted once the design for the facility is further along,

then it could be determined where to place the items in the building, but they should be designed to be wall mounted.

The Director of Finance suggested tasks for creating the brochures and who would complete them should be decided on. She suggested first the space and number of items to sell needed to be determined, then determine the selling prices and finally the brochure could be created. It was agreed that Chair Francis would speak with the Director of Public Work regarding the complex design and identify space for the items and would contact the Windsor Hockey Heritage Society regarding the wooden pucks. Director Rochon would be responsible for the brochures noting it would be created in-house to ensure it met the Municipal branding standards; adding wording and time was needed to design the brochure before sending to the printer. When asked Director Rochon suggested Committee members can obtain information for the brochure if approved by the Committee. She will bring the brochure to the Committee for approval possibly at the end of May.

Chair Francis inquired if there was a generic donation letter that Committee members could use. Director Rochon stated a generic letter was created but letters personally address to organizations were better; noting the Communication Coordinator needed to review all letters before being sent. When asked about a letter to take to businesses who previously planned to donate when the arena was to be built at Long Pond, noting these would be delivered in person. Director Rochon stated the generic letter could be used if the addressee was the only change and stated that all letters should be signed by Chair Francis and a copy should be kept on file.

Chair Francis noted the Windsor Hockey Heritage Society would have their stamp on the wooden pucks which would limit the space for the name. T. Brown suggested the logo could be on the back; however, it was point if mounted on a wall the logo would not be seen. It was also suggested a name plaque could be below the puck on the wall.

Chair Francis suggested filling a net with the pucks or soccer ball for fundraisers. When suggested the price of the balls needed to be determined, Chair Francis stated a full soccer ball was not needed and that it should be a replica with a flat back for mounting. Director Rochon will obtain pricing for items. D. Gibson, Accountant, suggested having a plaque shaped like a soccer ball.

#### c. Website Update

The Director of Finance stated the website was almost ready to go and that she and the IT Consultant have a meeting scheduled so will be up soon. An area for sponsorship items will need to be created but sections for volunteer and donation along with forms have already been included.

The Director stated the Communication Coordinator suggested doing press release when website was ready to launch and that there has been interest from the newspaper willing to help promote fundraising events. Chair Francis noted that if sponsorship items section not ready, the website still be launched with notes about it

coming. Chair Francis will meet with the Communications Coordinator to draft a press release.

d. Official Launch Event

Director Rochon stated that B. Bennett was to speak with Cam Hartley of the Schoolhouse Brewery regarding the event but was not present with the information. She suggested the launch event should be soon and that she planned to ask Lindsay Construction for a visual for the launch party.

Chair Francis will contact Mr. Hartley to see if he can still host the launch event so that invitations and other plans could be made, she will email the Committee members on the results. She suggested organizing the launch event for the end of May as she did not want to delay it another month. T. Brown felt the Schoolhouse Brewery was ideal as there was lots of parking.

Director Rochon stated if the Schoolhouse Brewery was not available then an alternate location may be needed and noted the Committee should meet before the event to confirm plans. T. Brown reminded that the Apple Blossom Festival is also the end of May.

Chair Francis will work on wording for invitations and will contact the Communications Coordinator. The Director of Finance suggested some wording for the invitations noting due to the Hospitality Policy there will need to be a line about drinking responsibly. She suggested that invitations could be sent to those on the contact list and to others through Facebook and the website, clarifying people would be asked to RSVP through the website, noting there would be a maximum capacity for the event due to fire code of the facility.

T. Brown inquired since the Schoolhouse Brewery was a licensed establishment what would that mean for young people wanting to attend the event. Director of Finance noted decisions on such items would need to be made after discussions with Mr. Hartley. D. Gibson suggested that as food is served, the Schoolhouse Brewery would have a license that would allow youth to attend until a specific time. Director Rochon also suggested placing an ad in the newspaper for the event.

Ideas suggested for the launch event included having Lindsay Construction and the Warden speak, door prizes, having a 3 on 3 ball hockey game in the parking lot involving the Minor Hockey league, 50/50 draw and selling raffle tickets on an item such as donation seat. When asked about requirement for a lotto license, D. Gibson stated a license was not needed if item was valued under \$500. The Chair noted the focus at this point was to get the event booked and invites out.

e. Branding

The Director of Finance had no update on the branding and suggested that Chair Francis follow up with B. Bennett.

f. Promotional Video

Director Rochon suggested that Chair Francis follow up with B. Bennett. She noted the video was intended for the website and previously the lack of budget and procurement requirement delayed this project. Chair Francis stated it would be good to have the video for the Facebook page, website and launch event.

5. Correspondence

There was no correspondence.

6. New Business

a. Event Calendar for May, June and July

Director Rochon stated it was previously agreed to create a quarterly calendar so the Committee member know what was coming up, who was responsible for tasks and so the Communication Coordinator could help with promotion online. She stated if the launch event was to be in May then perhaps a draw for a large prize could be done in June, noting a lotto license would be needed. She stated other ideas for the quarter included ball tournament and kitchen-party; as well smaller events such as barbeques and bake sales could occur.

Chair Francis suggested each Committee member pick an event to organize and come back to the next meeting with ideas for the calendar. The Chair suggested an auction and dinner could be done in August and that there should be one big fundraiser a month. The Chair will speak with Warden Zebian about the ball tournament. D. Gibson offered to speak to someone regarding a ball tournament if the Warden was unavailable.

The Director of Finance stated there was also a need to do a push for volunteers as only two people have signed up and volunteers will be needed for large events. She stated that another Facebook post for volunteers will be done and asked that Committee members remind people to sign up. She suggested that other Council members should also be asked to be involved either as volunteers or make other contributions. The Director stated volunteers would be sent an email about helping at upcoming events.

D. Gibson suggested participating in some way in the Avon River Days. The Director of Finance also suggested the Hants County Exhibition and Pumpkin Regatta for venues. The Director went on to note a "Pie in the Face" event in the past went over well with people paying \$100 to put a pie in former Warden Dauphinee's Face.

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 3:55 p.m.

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Debbie Francis, Chair