



WEST HANTS
NOVA SCOTIA

**MUNICIPALITY OF THE DISTRICT OF WEST HANTS
Sports Complex Fundraising Committee
May 22, 2019, 3:00 p.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
	D. Gibson	Accountant
Absent	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 as presented.
Motion Carried.**

3. Approval of the Sports Complex Fundraising Committee Minutes of April 30, 2019

**MOVED and SECONDED that the Sports Complex Fundraising Committee Minutes of April 30, 2019 be approved.
Motion Carried.**

4. Business Arising from the Minutes

a. Official Launch Event Update

Chair Francis stated the official fundraising launch party would be on June 6, 2019 the Schoolhouse Brewery in Windsor. The event will be at 6 p.m. and arrangements have been made to have minor hockey members present for ball hockey in the back-parking lot, 50/50 draws, cake, live band and announcements of donors. The Chair was unsure if the invitations had been created or were ready to be sent.

Director Rochon stated a template for the invitation was created but wanted to confirm the details of the event before printing. She stated details such as how much cake to order and cost, the number of people to invite and who, how RSVP (Please Responds) would be tracked, if Lindsay Construction would be present and other cost needed to be confirmed. The Director stated there should be a motion from the Committee for the event with the costs stated. Warden Zebian suggested having an auction at the event for more excitement; the Warden will obtain auction items.

Chair Francis confirmed it would be a slab cake for about \$50, and that she had spoken to the Lindsay Construction project managers, Calvin and Andrew Knowles about a picture and their attendance, confirmed with minor hockey about their attendance and spoke with David

Hunter regarding blocking off part the parking lot. She was concerned about the using RSVPs noting invitations had not been issued and once the invite was public on social media then anyone could just attend. When asked Director Rochon stated the facility had a limit of 129 people inside and out including staff. The Director stated a RSVP would be useful to ensure those who were directly invited and those who RSVP from the Facebook would be able to get in, while those not on the list may need to wait to get in.

Warden Zebian suggested formal invitations should be sent to the former MP Scott Brison, MLA Chuck Porter, the MP candidates for Kings-Hants and Crier Lloyd Smith who might do an official announcement, the Warden would handle these invitations. Director Rochon suggested the invitations could be ready by Friday. The invitations could be placed in the paper on June 4th, the Harvester and on Facebook, she stated the RSVP deadline should be June 5, 2019, at 4:30 p.m. noting the event should plan for 100 people. Director Rochon stated that mention of beverages should be removed from the invitation as the location may not want us to bring our own beverages in. When asked the Chair stated the name of the minor hockey members were unknown and Warden Zebian offered to confirm the live music.

MOVED and SECONDED to hold a fundraising launch party event on June 6, 2019 at 6 p.m. at the Schoolhouse Brewery with maximum budget of \$300.

Motion Carried.

b. Promotional Items Fundraising Brochure

Director Rochon showed the draft promotional items fundraising brochure created by the Communication Coordinator, adding it could be adapted over time to cover more than just the sale of fundraising items, such as how to donate and list of events. She stated the brochure could be used as the template for all fundraising communications. The Director suggested the images used in the brochure could be changed when actual items were created and that the back of the brochure could have a donation declaration form or show the monthly goals. The Director stated it was important to determine the prices of the fundraising items for the brochure.

Warden Zebian thought the brochure looked fantastic and like the idea of the donor form being on the back. He stated the hockey pucks and soccer balls plaques should be a donation of \$100 and seats should be \$500. D. Gibson showed a template for the puck and ball plaques obtained from Porter's Custom Trophy and Engraving, noting they were made of synthetic material, the ball was 6-inch at a cost of \$30 each and a 8-inch would be \$45 , the puck was 4-inch costing \$15 each. She asked if the Committee wanted any changes. When asked D. Gibson confirmed the price would include the engraving and did not believe there was a cheaper price for buying in bulk.

Director Rochon inquired if different colors could be added such as to the hockey sticks on the puck plaque. D. Gibson will inquire about color with the engraver. D. Gibson informed in accordance with the Donation Policy when the puck, soccer ball and seat fundraising items were sold the purchaser would receive a partial donation receipt which equaled the donation less the cost of the plaque or seat, so the tax receipt of puck would be \$85. She stated if the value was less than 10% of the donation the tax receipt would be for the full value. She noted that if the purchase was considered a sponsorship where the person just bought the item, then no tax receipt would be issued.

Director Rochon stated if the puck and ball plaques are changed out later, due to operational changes, and the plaques could be given back to the donor so they may not be considered a donation. The Chair and the Warden stated the puck and ball plaques should

be donation and should be a permanent feature. Warden Zebian did not think of the seats as a donation, noting it would just be a name on a chair and so a tax receipt was not needed. Director Rochon disagreed stating the seats are a permanent fixture which would have a name plaque and the name tag and chair would never be given back to the purchaser, so would be a donation. Chair Francis did not think anyone would want their puck or ball back and that some recognition for seat purchases was needed and it should be a single wall plaque with all names on it. The Chair suggested a plaque on each seat was not a good idea as people tend to believe it is their actual seat and later people may try to remove them. D. Gibson felt the cost of a single large plaque for the purposes of tax receipt would be easier than determining the actual cost of the seats.

Warden Zebian suggested donation wall with names etched in glass, he went on to describe a similar donation wall at the Pictou County Wellness Centre could be used for the seat donations. Chair Francis suggested that instead of doing individual puck and ball could have a large plaque of each with all names on it. D. Gibson felt most people would want to see their names on an individual item. Director Rochon agreed with D. Gibson noting this adds to the excitement as people look for "their puck" on a wall and would be easier to market. The Director suggested having smaller soccer ball plaques so more could be sold and that there be a unique, artistic display for large donors. Ideas for large donor display included a granite monument with names or having the donor's personal signatures etched in a display piece.

D. Gibson will request the size of the pucks and soccer balls plaques to be 4-inch and try to have samples ready for the fundraising launch party. Director Rochon will finalize the brochure and have some printed for a donation table at the fundraising launch party with various donation forms. Warden Zebian inquired where to get a large mock cheque for donation events. Chair Francis informed she was obtaining a large mock cheque and fundraising temperature gage in the shape of a hockey stick which could be displayed at planters in front of Schoolhouse Brewery.

D. Gibson inquired about doing a draw for one of the donation chairs. Director Rochon suggested doing the seat draw as a door prize or selling ticket on it as a 50/50 draw but instead of winning 50% of the funds the winner would get their name on the Chair. It was noted such a draw should not be called a 50/50 on the promotions as people would be expecting a cash prize. After discussion, Chair Francis determined there would be a 50/50 draw and a separate draw for a donation seat. Director Rochon will obtain the tickets needed for both draws noting the tickets for the donation seat would be created from a kit costing about \$12 for 400 tickets. When asked the Chair stated a picture if the donation seat would not be available.

MOVED and SECONDED to sell 4-inch fundraising hockey puck and soccer ball plaques for \$100 apiece.

D. Gibson inquired if the Windsor Hockey Heritage Society had been approached about using the wooden pucks as previously suggested. Chair Francis she had not spoken to them about the wooden pucks but was comfortable with plaques, so the hockey pucks and soccer balls were the same.

Motion Carried.

MOVED and SECONDED to approve the sale of fundraising chairs at \$500 apiece.

Motion Carried.

**MOVED and SECONDED to receive the draft donation brochure and template for the donation hockey puck and soccer ball plaques.
Motion Carried.**

c. Branding Update

Director Rochon suggested the image from the fundraising brochure could be used for branding as a template for other fundraising items and presentation. She stated although the original idea of branding was to create a name and identity for the sports complex, it may be best to leave this for the operations manager and future sponsor to determine; all Committee members agreed.

d. Promotional Video Update

Chair Francis had no update on the promotional video from B. Bennett but would contact him again.

5. Correspondence

There was no correspondence.

6. New Business

a. Group Photo for Website

Director Rochon stated she had hoped to have all Committee members present so group photo for the website could be taken. She noted that the Communication Coordinator was working on a rotating fundraising thermometer for the website. She stated although individual photo could be on the website but would be nice to have a group photo with each members' biography underneath. Chair Francis suggested a group picture could be taken at the fundraising launch event.

7. Date of the Next Meeting

Director Rochon stated a meeting should be held after the fundraising launch event to summarize events and plan the next event. She noted the quarterly event calendar needs to be determined as summer events will book up fast. Chair Francis inquired about plans for other fundraising events such as soft ball tournaments. D. Gibson was unable to contact the soft ball organizer. Warden Zebian suggested reaching out to organize a ball hockey tournament or a soccer tournament during Avon River Days. Chair Francis requested that Committee members have events they want to organize to inform the other members by email.

The next Sports Complex Fundraising Committee meeting will be determined after the fundraising launch event.

8. Adjournment

**MOVED and SECONDED that the meeting be adjourned.
Motion Carried.**

The meeting adjourned at 4:00 p.m.

Debbie Francis, Chair