



WEST HANTS
NOVA SCOTIA

**MUNICIPALITY OF THE DISTRICT OF WEST HANTS
Sports Complex Fundraising Committee
June 19, 2019, 3:00 p.m.
Sanford Council Chambers**

Present:	D. Francis	Chair, Councillor District 5
	C. Rochon	Director of Finance
	B. Bennett	Resident Representative (arrived 3:09 p.m.)
	T. Brown	Resident Representative
	B. Carrigan	Director of Public Works
	C. Remme	Communication Coordinator (arrived 3:09 p.m.)
	R. Brown	Municipal Clerk
	D. Gibson	Accountant
Absent:	A. Zebian	Warden

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:

- **Move 4.a) Rotary Club to 7.e).**

Motion Carried.

3. Approval of the Sports Complex Fundraising Committee Minutes of May 22, 2019

MOVED and SECONDED that the Sports Complex Fundraising Committee Minutes of May 22, 2019 be approved.

Motion Carried.

4. Presentations

There were no presentations.

5. Business Arising from the Minutes

a. Official Launch Event Update

The Director of Finance informed that \$64,520 had been raised at the Fundraising Launch event held at the Schoolhouse Brewery on June 6th and wanted to review the event to see if the Committee had comments on how to improve for other events. The Director stated the event had lots of positive feedback from those in attendance. She noted there were questions about the donation forms, but most have been answered; noting some large pledges are still waiting to be received. The draw for the Chair Plaque would be taking place at Committee of the Whole on June 25, 2019.

b. Ticket Sales on Chair Plaque

Director Rochon informed that tickets for the Chair Plaque were still available for sale and that Committee members should return tickets and cash by 4:30 p.m. on June 25th so the tickets get into the draw box and the cash secured.

c. Promotional Items Fundraising Brochure

Director Rochon stated the Communication Coordinator was updating the brochure with images of the actual plaques. She noted at the Launch Event 25 Chair, 2 Hockey Puck and 1 Soccer Ball plaques were sold. The fundraising brochure should be ready for the printer soon. Chair Francis suggested the brochure should be sent to people involved with soccer community, so they are aware, noting she was promoting the sales in the hockey community.

Chair Francis asked where things were on donor levels. There was debate on who was working on identifying the levels and what the levels should be. Chair Francis felt the donorship levels needed to be realistic for businesses in the area. Director Rochon suggested levels based on a percentage of the fundraising goal, such as 1-3% was a bronze level so \$18,000-22,000 then go up to a platinum level, noting these levels would not be in the brochure as the brochure related to the sale items. She stated there could be a piece of art displayed with the various donors at each level on it.

Director Carrigan asked if the plaques were on the actual seats or on a wall. Chair Francis had stated the idea was to have them on a wall, as other arenas had issues with the plaques being on the seats, such as people removing them or assuming they owned the seat. The Chair stated there was some miscommunication on the Chair Plaques, as some purchasers believed they would own the seats, so the details regarding the Chair Plaques need to be clarified going forward.

Director Carrigan informed the fieldhouse may now have folding seats rather than bleacher style seats so there could be approximately 50 more seats, suggesting more Chair Plaques could be sold. The Director noted in another facility the sponsorship levels were bronze \$1,000-\$10,000; silver \$10,000-\$25,000; gold \$25,000-\$100,000; Platinum over \$100,000.

B. Bennett felt issues around the chair plaques should be easily solved with communication, noting most people would not assume it was their seat. He stated the aluminum plaques were malleable if on a seat, but it may be cheaper to have them on a wall. Director Rochon suggested having a large plaque and having each chair plaque donor etch their signature on it. She stated the purpose is to thank people for the donations and make them feel appreciated, noting the Committee's Term of Reference talks to donor support which includes keeping donors updated through letters and giving a personal touch, so they see the value of their money. D. Gibson suggested the Committee needed to be careful of the wording when promoting fundraising items.

d. Promotional Video Update

B. Bennett stated due to other events there had been limited time for him to work on this. He noted the initial idea was evolved around hockey but as it was past hockey season, perhaps something involving the field house could be done. He will bring an idea back to the next meeting and get direction. Director Rochon stated the promotional video did not need Council approval but that the Committee and the Communications Coordinator should approve the story board and ensure it meet our branding standards.

6. Correspondence

There was no correspondence.

7. New Business

a. Ground-breaking Event

Chair Francis informed there should be a ground-breaking event in the next week, noting the Warden was planning to talk to the levels of government involved. Director Carrigan stated that no date for the ground-breaking has been set and suggested doing an event sooner but actual work may start later. He suggested once the work started there may not be opportunity to do a sod turning event.

Director Rochon stated the turnaround for planning the event was quick and suggested having a photo with the parties involved and then have an event later to allow time for planning and advertising. She stated the photo could be used and promoted at the event, suggesting the photo could include the government officials, Committee Chair, significant staff and other donors. B. Bennett stated events should be valuable so should include fundraising or selling the event for best use and an event on a Thursday before a long weekend would probably have a low turnout.

The Communications Coordinator stated the photo is a good idea if the key players could be pulled together, not just those who donated, as not everyone has had an opportunity to donate and we would not want to limit potential future donors. She believes the photo could be as important as planning a full event and could be included in the promotional video. She suggested when planning an event understanding the intention of the event is key so who we are trying to draw into the event, adding better planning could create larger events.

Chair Francis suggested the rights to the ground-breaking event may have already been spoken for. Director Rochon stated the donors she was referring to, were the Provincial and Federal representatives. The Director stated the selling of events needs to be advertised publicly so people are not turned off from donating by not being asked. D. Gibson stated that by having opportunities for sale publicly there could be better offers. B. Bennett felt that not all opportunities are going to be public. The Communication Coordinator stated as the Municipality is a public entity, we need to give the opportunity to everyone and that things could be jeopardized if only specific people or organizations were approached.

Director Carrigan stated a list of advertising opportunities could be developed and put out and if an event is spoken for then could work with a potential donor for other opportunities. Chair Francis stated she was approached by someone who was disappointed that they were not specifically invited to the Fundraising Launch event and so want to be involved in the groundbreaking. She stated that people are already approaching herself and the Warden about sponsoring specific items and was concerned about creating conflict in the community if people were bidding on the same opportunity. The Chair asked if there was a way the opportunities could be put out using a Request for Proposal.

Director Rochon agreed to create the list of opportunities and offering them to Council first as they may want to be directly involved with an event, then going out to the public for a specified amount of time and going from there. She noted previously she suggested having monthly fundraising goals, such as all donations in July going to the scoreboards.

Chair Francis did not think a ribbon cutting was something that could be sold, it was mainly for the Province, Federal and main sponsors. B. Bennett agreed an inventory of sale items and amounts was needed but thought most everything is for sale. He did not agree that there should be monthly fundraising goals. Chair Francis noted that some items such as zamboni and scoreboards are operational especially if it means putting a sponsor's logo on

it and that some operational items can be purchased with Gas Tax, so fundraising is not needed. She concluded the Committee needed to focus on getting the building built first.

The Director of Finance suggested that according to the Donation Policy, if a donation was made for a specific item it needed to be spent on that item but was dependent on how the form was completed. D. Gibson disagreed with this interpretation of the Policy and suggested it was sufficient if it was spent on the Sports Complex in general but would review the Policy.

Chair Francis concluded a photo would be arranged for the groundbreaking to include Provincial and Federal Representative with Committee members. The Director of Public Works suggested the best time would be the week of July 1st. The Communications Coordinator will arrange for the photo with the help of the Warden.

b. NHL Event

Chair Francis noted she had asked Committee member for ideas of events they could work on. She is organizing an NHL event at Brooklyn Rink and Kitchen Party with Aaron Pritchett at the Hants County Exhibition Grounds in October, with a meal and auction on Friday night.

D. Gibson stated that she was still talking to Andrew Salter about a baseball tournament. B. Bennett stated he would be working with the NHL Alumni Association on a ball hockey event and if it happens in Nova Scotia then would may look at doing something along with it.

c. Provincial Gaming Regulations

D. Gibson presented information about when lotto licenses are needed. She stated that licenses were needed for 50/50 draws but not for live or silent auctions regardless of the value. She stated a permit is required for items under \$4000, a license is need for over \$4000 value and the license number needs to be on all tickets. There are restrictions on prizes such as no alcohol, used items or live animals. However, with appraisals antiques can be prizes. A license or permit could take 10-14 days to obtain, if holding draws on regular basis in one location a permanent license can be obtained. The Director of Finance added that the Alcohol, Gaming, Fuel and Tobacco. is willing to work with the Committee and she has a telephone call planned later in the week.

d. On-line Auction

The Director of Finance asked the Communication Coordinator how an online auction could work, and the timeline needed. The Communication Coordinator stated she needed an understanding of how the auction is going look like, so having all items together and how often the draws would be. Once that is organized or known then provide her the information. She noted once the items were collected, she could help decide the best time for the auction, so it did not conflict with other events and that daily draws were unrealistic for good responses.

At the suggestion of the Communication Coordinator it was determined to gather items until August at which time she would determine the proper timing for the auction and present a plan back to the Committee.

e. Rotary Club

The Director of Finance informed the Rotary Club would like to have presentation on the Sports Complex and fundraising events. She was hoping to get help on preparing and doing a presentation which could be used for other communications. Chair Francis felt the

Communication Coordinator should be involved with the presentation and included information on the donor levels. The Director of Finance will determine the donation levels and work on a presentation with the Communication Presentation.

Chair Francis stated the levels as suggested by the Director of Public Works and that current donors could be made aware of them so they can choose to top up their donation to meet a level. D. Gibson stated that people may donate multiple time so should wait to announce the people in each at the end of fundraising is best.

B. Bennett stated he was on the committee to help but suggested there need to be more organization first, so we know what to put into a presentation. Chair Francis felt the donation level would work and felt the list of inventories was needed, noting she would be speaking with Hockey Heritage and needed to identify what opportunities are available for them. The Chair stated some items are design, but many are operational such as rink board, and that Council was starting to look at operations. D. Gibson clarified that any item which has a logo attached is sponsorship which falls outside our Donation Policy.

The Communication Coordinator stated the purpose of the presentation needed to be clear to help determine what to present. The Director of Finance stated the Rotary Club wanted to know more about the project and fundraising opportunities to see if they could get involved. The Director suggested it be a short presentation so they could move to a conversation with them. Chair Francis understood the Rotary Club does fundraising and was looking for ways to help fundraise and donate. The Chair will clarify with the intent with the Rotary Club and contact the Communication Coordinator but felt the presentation should not get into too much of the design. The Director of Public Works stated he had presented to the Rotary Club for other organization and usually they wanted to know how much is trying to be raised, activities and who sponsors were.

8. Date of the Next Meeting

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

9. Adjournment

MOVED and SECONDED that the meeting be adjourned.

Motion Carried.

The meeting adjourned at 4:18 p.m.

Debbie Francis, Chair