



MINUTES

**METTAWAS PARK FUNDRAISING COMMITTEE
TUESDAY, DECEMBER 13, 2016 @ 3:30 P.M.
Committee Room 'A', 2021 Division Road North, Kingsville**

A. CALL TO ORDER

Mayor Santos called the Meeting to order at 3:33 p.m. with the following persons in attendance:

Councillor T. Gaffan
Councillor T. Neufeld
M. Stewart
L. DiGoia
CAO Town of Kingsville, P. Van Mierlo-West
Program Manager, M. Durocher

Also in attendance:
Recording Secretary, Tara Hewitt

Regrets:
S. l'Anson

B. DISCLOSURE OF PECUNIARY INTEREST

When a member of the Committee has any pecuniary interest, direct or indirect, in any matter which is the subject of consideration at this Meeting of the Committee (or that was the subject of consideration at the previous Meeting of the Committee at which the member was not in attendance), the member shall disclose the pecuniary interest and its general nature, prior to any consideration of the matter. None were disclosed.

C. DELEGATIONS/PETITIONS/CORRESPONDENCE

1. None

D. AMENDMENTS TO THE AGENDA

1. None

E. STAFF REPORTS

1. Fundraising Monies Raised to Date – S. Zwiers

S. Zwiers presented a report outlining the fundraising revenue collected to date. She recommended a social media campaign with an income tax approach to solicit last minute PayPal donations before the end of the year. She identified a loss on the budgeted fundraising for Phase 1. It was reported that fundraising revenue had not been applied to the King's Landing project, but that the draft budget reserved a line for this. It was suggested that the *Red & White Wine Dash* may help reach the target. There was discussion on the breakdown of funds and pending payments.

025-2016 Moved by T. Neufeld seconded by L. DiGoia to receive the report as presented

CARRIED

F. MINUTES OF THE PREVIOUS MEETING

1. Mettawas Park Fundraising Committee Meeting Minutes dated Tuesday, October 18, 2016 were reviewed by the committee.

026-2016 Moved by T. Gaffan, seconded by M. Stewart to receive the minutes of Mettawas Park Fundraising Committee Meeting dated Tuesday, October 18, 2016.

CARRIED

G. NEW AND UNFINISHED BUSINESS

1. **FUNDRAISING IDEA DISCUSSION**—fundraising ideas for 2017 were discussed. M. Durocher recommended marketing materials be developed for presentation to potential corporate donors since event revenue can not generate all that is needed. N. Santos requested a brochure be developed before approaching businesses. It was suggested that an event timeline be established. There was discussion on the current Mettawas booklet and how it could be modified or redesigned. These materials will be brought to the next committee meeting for discussion. The anticipated revenue from the selling of trees and benches was discussed. The committee was updated on the intention to hold public open houses to gain public input for King's Landing. Good venues to approach to disseminate donation materials were identified and included funeral homes, the

Community Centre, Churches, Pickle ball Courts, Unico Centre and other places with a high volume of seniors. T. Gaffan recommended a Mettawas calendar for 2018. There was discussion of possible events to hold, including a Steak Dinner on Father's Day weekend, and a Million Dollar Hole in One in the Spring. M. Durocher will follow-up on the Million Dollar Hole in one at the next meeting.

2. **UPDATE ON STATUS OF PARK**—P. Van Mierlo-West provided an update on the project status indicating it was substantially complete. She reported that the pavilion, trees, and bubbling rocks have all been installed and that bulbs will be planted in the spring. A large sign has been placed, and a ribbon cutting (or sod turning) will commence when the donor provides a recommended date.
2. **CHRISTMAS DONATION FACEBOOK CAMPAIGN**—P. Van Mierlo-West reported that there would be a last minute push for Christmas donations on the Facebook page.

H. NEXT MEETING DATE

1. The next meeting of the Mettawas Park Fundraising Committee shall take place on **TUESDAY, FEBRUARY 7, 2017** at 2021 Division Road North, Committee Room A @ 3:30 p.m.

I. ADJOURNMENT

027-2016 Moved by T. Neufeld, seconded by M. Stewart to adjourn this Meeting at 4:40 p.m.

CARRIED



CHAIR, Mayor Santos



RECORDING SECRETARY, T. HEWITT