



MINUTES

**FUNDRAISING COMMITTEE
TUESDAY, FEBRUARY 7, 2017 @ 3:30 P.M.
Committee Room 'A', 2021 Division Road North, Kingsville**

A. CALL TO ORDER

Mayor Santos called the Meeting to order at 3:34 p.m. with the following persons in attendance:

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

Also in attendance:
Recording Secretary, Tara Hewitt

Regrets:
S. l'Anson
Councillor T. Gaffan

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. Mettawas Park Package – P. Van Mierlo-West

P. Van Mierlo-West presented the Mettawas Park Fundraising package for committee input. She explained it will be put on the website as a flip book and also used for in-person meetings with corporate sponsors. It was requested additional park photographs be added to the end of the package. The committee requested the link to the flip book be forwarded once it is available online. P. Van Mierlo-West advised committee members to coordinate corporate sponsor contacts with Administration to reduce overlap. The booklet will be available at the Arena for Vegas Night and the Kings Landing Public Forums.

01-2017 Moved by T. Neufeld seconded by M. Stewart to approve the messaging in the Mettawas Park Fundraising Package.

CARRIED

F. MINUTES OF THE PREVIOUS MEETING

1. Mettawas Park Fundraising Committee Meeting Minutes dated Tuesday, December 13, 2016 were reviewed by the committee.

02-2017 Moved by L. DiGioia, seconded by T. Neufeld to approve the minutes of the Mettawas Park Fundraising Committee Meeting dated Tuesday, December 13, 2016.

CARRIED

G. NEW AND UNFINISHED BUSINESS

1. **RACE SUBCOMMITTEE**—Handouts were provided for the committee to review regarding the Red & White Wine Dash. M. Durocher took the committee through the race information sheet and clarified the need for committee involvement and volunteers. She stated that registration forms are done and currently accepting registrations. Hard registration forms will be required immediately. Waivers will also need to be created for the race packages. M. Durocher will encourage SERT to meet in March. She indicated the need for a finance chairman and reminded the committee of accessibility components to adhere to.

L. DiGioia volunteered to handle the registration component. It was recommended she enlist the help of ten volunteers. A social media post to recruit volunteers was requested. P. Van Mierlo-West volunteered to champion the course detail. Administration will send out an email with the route. It was recommended that the high school be approached to gauge interest in student volunteers for water

distribution. It was recommended that the date be added to the Race Information sheet.

T. Neufeld volunteered to handle food and water. There was discussion regarding the entertainment. It was recommended entertainment start at noon.

M. Stewart volunteered to take the lead on Traffic and Safety.

N. Santos will assist on Registration Day.

It was recommended a package be created for the after BBQ events to further delegate responsibilities. It was recommended that the first year be kept short, with entertainment and food available until 2pm. There was discussion regarding whether the race should be a 19+ event. It was recommended that there be a "little grapes" race to attract families. It was decided the registration forms will be changed to offer a little grapes race.

There was discussion regarding budgetary feasibility. M. Durocher will send the committee the budget list. It was decided that May 6th will be the deadline to determine if this event will be cancelled. There was discussion regarding how many people may sign up on the day of the event. The need for a Master Volunteer Coordinator was identified, and S. l'Anson was nominated for the role.

M. Durocher will do a schematic and send out the chart form to volunteers. It was recommended that the volunteers be secured by the end of March.

There was discussion on uniform requirements for volunteers and MyKingsville shirts were suggested to ensure volunteers would be easily identified.

P. Van Mierlo-West took the committee through the sponsorship package. P. Van Mierlo-West requested each committee member contact 5 potential sponsors and provide their list to the C.A.O office. She stated that Pelee Island Winery have expressed interest in sponsoring the wine glasses and she also has a meeting with Union Gas.

Once finalized, the package will be sent to the BIA for distribution. It was requested that both the Mettawas Fundraising Package and Red & White Wine Dash package be available for the committee to present simultaneously. There was discussion regarding whether or not EPIC would realistically be willing to sponsor the race. M. Durocher volunteered to speak with Mastronardi Wineries.

2. **PROPOSED LOGO FOR APPROVAL**—The group reviewed the handout with the proposed logo for the Red & White Wine Dash. It was recommended that the word VOLUNTEER be added to the back of t-shirts purchased for volunteers.

3. **MEDAL SAMPLE**—A sample of a potential race medal was provided, along with a hand-out with a quote from a custom medal supplier. Trophies and awards were discussed. T. Neufeld volunteered to look into additional options.
4. **CONTENT FOR CORPORATE SPONSOR PACKAGE**— A hand out of verbiage for the proposed Corporate Sponsor Package was provided to the committee for review along with a working document of the format – excluding photographs.
5. **VEGAS NIGHT UPDATE**— M. Durocher provided a verbal update on the Vegas Night event occurring February 18, 2017 at the Arena. She indicated there were only 50 tickets left and identified various elements of the fundraising event including dinner, game play and auction.
6. **UPDATE ON ROMA PRESENTATION TO MINISTER OF TOURISM & CULTURE**— N. Santos and P. Van Mierlo-West provided a verbal update on their meeting with the Minister of Tourism & Culture at the ROMA Conference January 30, 2017. They revealed that the presentation was well received and the Minister showed support for the initiative presented. There was discussion regarding J. Jones' involvement and the need for balance.

H. NEXT MEETING DATE

1. The next meeting of the Mettawas Park Fundraising Committee shall take place on Tuesday March 7, 2017 at the Municipal office @ 3:30 p.m.

I. ADJOURNMENT

03-2017 Moved by T. Neufeld, seconded by M. Stewart to adjourn this meeting at
4:54 p.m.

CARRIED



CHAIR, Mayor Santos



RECORDING SECRETARY, T. Hewitt