

**STAFF REPORT:**



**REPORT TO:** Council

**MEETING DATE:** December 17, 2012

**REPORT NO.:** CAO.12.07

**SUBJECT:** **Report on Request to Establish a Blue Mountains Community Fund**

**PREPARED BY:** Troy Speck on behalf of  
**Deputy Mayor, Duncan McKinlay**

**A. Recommendations**

**THAT** Council receive Report CAO.12.07 entitled "Report on Request to Establish a Blue Mountains Community Fund" for their information purposes;

**AND THAT** Council take no action toward establishing a Blue Mountains Community Fund.

**B. Background**

At its May 14, 2012 meeting, in response to a community request to establish a Blue Mountains Community Fund through Community Foundation Grey Bruce, Council resolved as follows:

**THAT Council appoint a member of Council (Deputy Mayor Duncan McKinlay) to facilitate, and report back to Council on, a discussion between community charitable organizations and a representative of Community Foundation Grey Bruce, with a view to ensuring good community understanding of the impacts of establishing a Blue Mountains Community Fund.**

Notice of a meeting was advertised, and on June 26, 2012, the Town hosted a meeting of local charitable organizations and Roberta Brignell, Executive Director of Community Foundation Grey Bruce, to provide information about, and discuss any issues or concerns related to establishing a Blue Mountains Community Fund. Participants were also asked to submit any further feedback in writing no later than July 6, 2012. Copies of the minutes of the June 26, 2012 meeting, are attached to this report. Copies of all correspondence received may be viewed in the Clerk's office.

Although there was some input and feedback in support of establishing a Blue Mountains Community Fund, on balance, the feeling of the majority of attendees, and subsequent feedback received, was that there is not currently a need for a Blue Mountains Community Fund.

At the same time, many attendees received information they had not previously been aware of, namely, that there are opportunities for local organizations to establish their own endowment fund through Community Foundation Grey Bruce, and to use annual interest to support their own organization. The support of Council is not required for an organization to set up its own endowment fund. Council approval is only required if a community fund is being set up.

Accordingly, based on the balance of the feedback received, it is recommended to Council at this time that no action be taken to establish a Blue Mountains Community Fund.

### **C. The Blue Mountains' Strategic Plan**

Strategic Goal # 4 speaks to: ***“Supporting the development of social and recreational programs to meet the broad range of needs in the community”***.

### **D. Environmental Impacts**

N/A

### **E. Financial Impact**

Budget impact limited to staff time to organize and advertise a meeting; attend; prepare minutes and reports.

### **F. In Consultation With**

Roberta Brignell, Executive Director, Community Foundation Grey Bruce (CFGB)  
Donna Marinacci, Board Member, CFGB

And representatives of:

Beaver Valley Agricultural Society & Fall Fair  
Beaver Valley Outreach  
Blue Mountain Ratepayers Association  
Blue Mountain Village Foundation  
Georgian Sound Presents  
Georgian Triangle Humane Society (Clarksburg)  
Marsh Street Centre  
Thornbury Community Theatre  
Thornbury/Beaver Valley Lions Club  
Thornbury Curling Club

Thornbury Ministerial  
The Blue Mountains Library  
Georgian Bay Club Foundation  
Collingwood General & Marine Hospital  
Beaver Valley Legion

**G. Attached**

1. Minutes of June 26, 2012 meeting re: Creation of a Blue Mountains Community Fund

Respectfully submitted,

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Troy Speck, B.A., LL.B.  
Chief Administrative Officer

*on behalf of*

Deputy Mayor, Duncan McKinlay

For more information, please contact  
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**Minutes: Creation of a Blue Mountains Community Fund Meeting**



**MEETING DATE:** June 26, 2012  
**MEETING TIME:** 2:00 p.m.  
**LOCATION:** Council Chambers  
**PREPARED BY:** Karen Tanner, Executive Assistant

**A. Call to Order**

Deputy Mayor Duncan McKinlay called the meeting to order. The following organizations were represented.

Beaver Valley Agricultural Society, Peggy Slama  
Beaver Valley Agricultural Society/Fall Fair, Heather Kehoe,  
Beaver Valley Outreach, Carolyn Letourneau, Marlene Yen, Norine Barron Halos  
Beaver Valley Outreach, Joe Halos - Council Representative  
Blue Mountain Ratepayers Association, Michael Seguin  
Blue Mountain Village Foundation, Don Braden, President  
Community Foundation Grey Bruce, Roberta Brignell, Executive Director  
Community Foundation Grey Bruce, Donna Marinacci, Board of Directors  
Georgian Sound Presents (Jazzmania), Linda Wykes  
Georgian Triangle Humane Society (Clarksburg), Diane Walker, Anna Aagaard,  
Wilda Alford, Rose Simpson  
Marsh Street Centre – Tom Kennedy  
Thornbury Community Theatre, Richard Griffitz  
Thornbury/Beaver Valley Lions Club – Tom Kennedy  
Thornbury Curling Club, Gerald Eagles  
Thornbury Ministerial, Bill Chapman  
The Blue Mountains Library, Carol Cooley  
The Blue Mountains Library Board, Cathy Innes, Chair  
Town of The Blue Mountains, Troy Speck, CAO  
Town of The Blue Mountains, Karen Tanner, Executive Assistant  
Town of The Blue Mountains, Duncan McKinlay, Deputy Mayor

Deputy Mayor McKinlay opened the meeting noting that at the direction of Council, he was asked to facilitate an information exchange between the Community Foundation Grey Bruce and charitable community minded interests in the Town of The Blue Mountains. He noted the goal of the meeting is not to come to any decision or to make a recommendation to Council. He noted a presentation by representatives of Community Foundation Grey Bruce would take place, followed by a question and answer period. As a member of Council, appointed to facilitate and report back to Council on the discussion, he noted that comments made and the questions asked would be recorded and the notes would become part of a report to Council when they deliberate the process. As facilitator, he asked all present to identify themselves on the attendance list being circulated for the purpose of assisting in preparing a validated

record of the meeting and accurate contact information of those present and the organizations they are here to represent.

**B. Community Foundation Grey Bruce – PowerPoint Presentation. Roberta Brignell, CFGB Executive Director**

Deputy Mayor McKinlay introduced Roberta Brignell, Executive Director of Community Foundation Grey Bruce.

Roberta advised her PowerPoint presentation would help to identify the work of the Community Foundation Grey Bruce. She noted Donna Marinacci, a representative of the Board of Directors, was also present and that she would assist with questions following the presentation.

*Highlights of the PowerPoint Slides and the presentation included:*

Slide 2

- More than 182 community foundations all across Canada
- Community Foundation Grey Bruce has 18 years of experience; established in 1994
- A national network connects CFGB coast to coast with other communities
- Community Foundation Grey Bruce is a registered charity that accepts donations, issues tax receipts and invests the money in perpetuity
- Grants are distributed across Grey & Bruce yearly from the earned income

Slide 4

- There are many great organizations in our community and together we play a critical role in our current and future success
- Our Community Foundation plays a unique role
- CFGB sees and works with the entire community and this provides a big picture view that they try to use to help make the community a stronger and more vital place to live

Slide 5

- CFGB connects donors with community needs and opportunities
- Identified endowed funds held at present
- These funds take the donor's dreams and connect donors with the community and to the causes and organizations that matter the most to them
- Reference made to Community Care Access Centre, Education Fund (or those who require home visits while ill), Keystone Child and Family Services Grey Bruce (Children and Youth Counselling support) Endowment Fund, Grey County History Fund, Michael O'Hara Memorial Scholarship (post secondary education for Grey Bruce Highlanders team members) and the Grey County Kiwanis Festival of Music

Slide 6

- Donors have different interests and goals
- Can use a community foundation to support the arts, or health, or education, or sport, or almost any cause that interests you
- Donations can be used to have an impact today or can be planned to last into the future and can support different interests and goals of donors
- Since 1994 over 86 residents have established funds with the foundation

#### Slide 7

- Can take donors dreams and try to connect them with community needs
- Community foundations are one of the largest supporters of charities across Canada
- In 2012, the country's over 182 community foundations contributed \$149 million to local charities.
- The job of a community foundation is to support the organizations that make the community tick
- Support the widest possible range of organizations – not just one sector or population or interest
- Focus on the entire community and see and support it as a whole

#### Slide 8

- Last Tuesday at the AGM, granting included \$93,000 to not-for-profit organizations in Grey Bruce
- Will be distributing over \$32,000 in scholarship funds before year end
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#### Slide 9

- Contact with many grassroots organizations, committed volunteers and community leaders in every field, provides a unique opportunity to have a bird's eye view of the community and to see the connections, similarities and opportunities
- In the Blue Mountains and Meaford area, the foundation is working with community organizations to re-introduce the Rules of True Sport; a pilot project selected for funding
- Provide an avenue for giving – identified support for 2012
- Georgian Sound Presents received a cheque today
- Invitation to visit web site at [communityfoundation.com](http://communityfoundation.com)
- Referenced the Saugeen Valley Children's Safety Village initiative which will have 10,000 children visit each year and aid in the elimination of preventable injuries. Injuries are the leading cause of death of Children in Canada.

#### Slide 10

- Third role in the community is about the big picture
- Working with and providing grants to a wide array of local charities provides an opportunity to learn about the community, its needs, strengths, opportunities, organizations and leaders

Slide 11

- Foundation identifies gaps, issues and opportunities

Slide 12

- Other examples of Partners in identifying issues in communities are the Community Funds  
Owen Sound, Saugeen Shores and Grey Highlands have Community Funds

Slide 13

- Goal is to build a more vital community
- Community vitality is the unique spirit that flourishes when people believe their community holds possibilities for everyone

Slide 14

- From experience, believe that vital communities (healthy, growing, satisfying, generous communities) share some common characteristics.
- Characteristics the foundation tries to promote and grow
- Grey and Bruce counties are a great place to live
- The foundation hopes their work with donors and as grant makers will help make it even better -- Inclusive, forward looking, fair, collaborative, innovative and ready – combined with engaged citizens to make communities vital places to live, work and play
- Want communities to become the best they can be

Slide 15

- What can I do?
- Hoping the Blue Mountains will become involved; can start own Community Fund
- If you choose to create the fund, it becomes an avenue to give back to residents, philanthropists, business and not-for-profit organizations
- Capital gains waived for public foundations; sometimes up to 46%
- Accept donation of assets - stocks, bonds, real estate, life insurance policies, art etc.
- Gives residents an avenue to contribute to the community with a tax return
- Participate by introducing yourself, getting involved, learning more and helping the foundation to spread the word
- As a public foundation, the books are open for viewing at any time; regulated thru CRA
- Annual report available

At 2:22 p.m., Deputy Mayor McKinlay thanked Roberta Brignell for her presentation.

## C. Discussion

Deputy Mayor McKinlay referenced a report that came to Council on May 14 (CAO.12.01 Creation of a Blue Mountains Community Fund prepared by Troy Speck, CAO). He noted he would not present the whole report as copies were available prior to the meeting and upon arrival at the meeting. He noted the report references doing what we are doing now; *having a discussion between community charitable organizations and a representative of Community Foundation Grey Bruce with a view to ensuring good community understanding of the impacts of establishing a Blue Mountains Community Fund*. He noted the report includes the background information regarding the Foundation that Roberta also presented.

The report discusses the increased financial pressures being placed on the municipality and the continuing demand for grants and donations funds. He noted that funding is used up. The report identifies the initial concerns.

Duncan McKinlay reiterated that he would not go through the report bit by bit and noted that the Schedule outlines more information about the Community Fund request. He noted he would now entertain anyone who has a question of Roberta or Donna about the proposed mechanism of funding.

**Don Braden, Blue Mountain Village Association** spoke noting that he understood one of the benefits is that the foundation accepts stocks, with Roberta responding yes. Disbursements are up to \$1000 per year. Roberta noted that it depends on what the community fund decides. Some community funds support five or six projects or some small ones. Roberta noted the attachment is a proposal.

**Carol Cooley, The Blue Mountains Library**, spoke noting the proposal is proposing \$1000 but that can be changed. Roberta confirmed yes. Carol noted the next paragraph references if a local board wishes to provide larger donations, the foundation could disapprove. Roberta noted there are some parameters such as funding is not allowed to fund political parties, religious organizations, terrorist movements etc. She noted if there was a grant application outside the parameters, it would be sent back. Carol asked about referencing the exclusions with Roberta advising that could be something identified in the final agreement.

Duncan McKinlay asked about funding in any given year. Roberta noted it use to be 4.5% but they try to grant 3.5%; 4.5% has fallen in the past year. In years where more is earned, more can be given out.

**Don Braden, Blue Mountain Village Association** asked about fund balances. Roberta noted Saugeen started with a golf tournament and they are now at \$197,000. Grey Highlands has been up and running for about 3 years--just under \$100,000. Meaford is new and remains at \$14,000. Roberta referenced Owen Sound's first large fund raiser this year and proceeds leftover from another event.



**Marlene Yen, Beaver Valley Outreach** spoke noting that when looking at all they are able to do; she is trying to identify what the foundation can do that other charitable organizations cannot do. Roberta noted the opportunity to take large donations. Marlene noted that they (BVO) can do that. She noted most people want to know how their money is to be used and that they can identify their preferences whether emergency services or children's programs etc. It was suggested that the difference between Trillium and United Way is that money has to be granted out before the end of the year, which leaves no reserve for interest building.

Marlene noted that from members who have a lot to say within the organization, they expressed concern with BVO having reserve funds; they want to know how that money is going to be spent. She is not sure if they would want money put away for a long time. Roberta noted that there are folks who want to use money in the year in which it is donated and there are people who have a large sum and want to see it endowed. They designate where they want their money spent and they receive a yearly report.

Marlene also wondered about the interest that can be used every year. Roberta noted endowed funds take a long time. There are a lot of families that believe in philanthropy. This provides an avenue for families that want to do that.

Roberta noted this is an avenue to keep the money in Grey Bruce. Community Foundation Grey Bruce represents all of Grey Bruce.

**Heather Kehoe, Beaver Valley Agricultural Society** then spoke noting she sees the benefits of the Grey Bruce Foundation but she is having trouble with a smaller foundation. She referenced we are a small community of residents that donate to our causes and we are all asking for donations. Concerned this adds another layer. She is unclear if the foundation actively fund raises or uses estates. Roberta confirmed the CFGB does not fundraise.

Roberta noted if there is someone who wants to disburse only to the Town of The Blue Mountains, they can do that. She noted you can never tell what investments people have and noted a few examples. The Community Foundation tries to give information on all not for profits in the area; they can designate on a yearly basis. Their donation is broken down and sent off to various organizations. She gave an example of a man with a large dairy quota who wants it to stay in Hanover so 100% comes to Hanover. Four sectors - they will get a cheque on a yearly basis. Heather questioned that this could take place even though Hanover does not have a foundation. Roberta responded yes.

**Cathy Innes, The Blue Mountains Public Library** spoke and noted that while she applauds what the Community Foundation Grey Bruce does, she does not see the advantage for a town with a population of \$7,000. She sees it as an extra layer in that someone could do the same thing; donate money without having to have our own foundation.

Roberta noted that in other communities they have designated a small steering committee. The annual fund raiser goes to the community fund. Roberta noted she cannot come over to talk to the community re donating to not for profits or about organizing a fundraiser.

Cathy noted that doesn't help them and felt the steering committee would be raising money for the foundation. Roberta noted the money would be for the Community Endowed Fund; which is the Foundation. Cathy noted the BVO can accept the same type of investments. She is trying to identify the advantage of the layer. Roberta noted that because it is called the Community Fund, it means everyone in the whole community is represented.

**Don Braden, Blue Mountain Village Foundation** suggested they are doing fundraising. Roberta corrected noted that it was not a community fund golf tournament. Saugeen Shores chose to have a fundraiser. Don noted that if we have a foundation here, we would be doing all of that here. Some are called broader community.

Roberta noted it is a concept they are putting out there, if it doesn't fit the community that is fine.

Don Braden made a grass cutting analogy noting he believes we are all doing a pretty good job. Roberta noted you could say you have a foundation. Don noted our community is pretty well serviced by the groups, as evidenced by the people in the room. Roberta noted from now on in, you will have more organizations presented to you. She suggested that coming to learn about other groups is a good idea. She confirmed the intention is not to come to "step on grass".

**Bill Chapman, Thornbury Ministerial** questioned if any of the agencies could use CFGB as a banker if someone came to us. Roberta referenced the fee – yes \$2.25 %. Some years higher some years lower; 2.5% comes off the earned income. She noted if he went to a bank with a substantial donation, suspect it would be about the same.

**Joe Halos, Council Representative for BVO** asked Roberta to clarify the return; if we had \$100,000 invested (at 2%) we would get \$2,000. He thought we received a percentage on the \$2,000. Roberta confirmed it is on the earned income and not to encroach on the capital.

Duncan noted the perception -- a disbursement fee rather than money tending. It is for the money you let out; not the money you have in your pocket. This is an important clarification. Roberta reiterated an earlier reference noting the Community Foundation Grey Bruce is a registered charity. Bill Chapman noted you could save money by having the community fund provide that service.

Joe Halos inquired as to the number of paid employees. Roberta responded noting there are two; Wendy at 28 hours per week and Roberta at 28 hours per week. She noted they are a not for profit organization and are very volunteer based.

**Richard Griffitz, Thornbury Community Theatre** then spoke and advised he is interested in what kind of experiences the communities/municipalities are having with the program and how successful they are prior to, and now. Roberta noted that two of the community foundations are new and two others are up to \$200,000. Saugeen Shores found it very valuable for their organization as it is community based and lots of people come out for the annual granting.

Richard asked if they (the communities) had more trouble raising funds before they (CFGB) came along. Roberta noted different groups were having individual fundraising with no community fund to donate to. It was suggested that now there is more publicity and perhaps more people are donating. Roberta referenced bad press in the news today over issues of trust. She noted it is a very trustworthy organization, it has been around since 1994 in Canada and there have been no issues or complaint. She considers it a safe organization.

**Caroline Letourneau, Beaver Valley Outreach** spoke to her own organization now going to foundation. Asked are they not fundraising? Roberta noted the numbers of volunteers are going to decrease over the next few years. She noted that a lot of organizations, unless they have a good base of volunteers, are going to fold in the future. She noted that over the last ten years people have been very creative; no avenue in future for fundraising.

**Don Braden, Blue Mountain Village Foundation** asked about risk and referenced the organizations in Toronto. Roberta identified two firms; Jarislowsky, Fraser and Scotia MacLeod. She noted there is an investor's review every two years. Don responded noting their concern about risk is good. Roberta noted it is suggested to say with one and if over \$5 million, the suggestion is two. She noted that with some of the larger donations, some people have money invested with one organization for a long time and they can do that.

Don Braden referenced Council. Roberta noted that most community funds have a councillor on board and very quickly hand over the granting to the community fund so they don't have to receive people at Council.

**Carolyn Letourneau, Beaver Valley Outreach** spoke suggesting that even if \$100,000 in the bank and grant out 4% less the fee, requests to Council certainly exceed the budget. Roberta noted the granting pool is all of Grey Bruce suggesting if we need more money, we can use money for all of Grey Bruce. Organizations now can apply.

**Donna Marinacci, Community Foundation Grey Bruce, Board of Directors** noted there were no applications made last year.

**Marlene Yen, Beaver Valley Outreach** then spoke to the request for funds noting high operating expenses and that it has to be a significant amount; it has to be worth their while. She noted she doesn't mean to sound ungrateful but we have to go through the

organizations that are capable, like Trillium and Don's group that have larger funds. Reference was made to the Marsh Street Center and that \$1000 was not going to help that organization. Roberta suggested that in some years smaller funds may be given; maybe this is something the Grant Review Committee would look at.

**Peggy Slama, Beaver Valley Agricultural Society** asked about small organizations that could use \$1000 or \$2000 and didn't know about the foundation. She questioned if a donation could be made with a request that it go to the Town of The Blue Mountains. Roberta responded yes. Roberta noted that when you have the title Blue Mountain Community Fund under you, you can have donations that come in for special funds but also endowed funds. Saugeen Shores have funds and endowed funds. Roberta noted you could create your own fund under the community foundation.

**Don Braden, Blue Mountain Village Association** asked if that is the way to test the market; you can contribute to the Community Foundation Grey Bruce, sign up for a Blue Mountains Fund and if there is a large demand over time, go to our own foundation.

**Heather Kehoe, Beaver Valley Agricultural Society** then spoke and noted she is curious about grant request and whether a request has to be for new things a group is doing. She noted granting is often for new projects. Roberta noted granting was absolutely not just for new projects and that it can be used for improvements. She noted it cannot be used for staffing, however. She encouraged everyone to check the website to become familiar with the criteria.

Noting that BVO have their fingers in many areas, it was questioned if they could apply to keep funding something already going. Roberta responded yes and gave an example of a basketball team needing uniforms. This is a good example for a grant application. She gave another example of what the funds could not be used for noting it could not be used to pay a hydro bill.

**Diane Walker, Georgian Triangle Humane Society, Clarksburg** spoke and questioned if we work under the Community Foundation charitable number or if we have to apply for our own number. Roberta referenced receipts and answered yes, if you had an endowed fund. Duncan McKinley asked for an explanation. Roberta noted the money comes to the Foundation and is endowed - \$5,000 deposit to start and there needs to be \$10,000 in to grant any money out. A portion is kept out for operating and an amount in for endowed. She noted if you have someone who donates to the endowed fund, they will get a receipt.

Diane then questioned how a specific donation to the shelter, would be handled. Roberta noted it goes into the foundation under the organization name. The money is pooled but the individual names are individually listed. If someone made a donation; CFGB would note endowed fund and they would get a tax receipt. She suggested that if the Humane Society set up an endowed fund, they would get their money on a yearly basis and it could be used for their purposes.

**Linda Wykes, Georgian Sound Presents** spoke noting this is why she started the research; every group has to start for grants. If you can build your endowed fund then there are funds every year to cover expenses; then less fundraising. Those who have good endowed funds will then be set.

**Duncan McKinley** made a light-hearted comment suggesting if the Town had funds to suffice we would not have to charge taxes.

**Cathy Innes, Blue Mountains Public Library** agreed that we don't have to have a Town of The Blue Mountain Fund. We can use the Community Foundation Grey Bruce. She doesn't think a separate foundation will help.

**Bill Chapman, Thornbury Ministerial** asked if there has been an increase in the local groups, because of donating. Roberta gave an example noting that The Blue Mountains would not be interested in funding Kincardine and could choose to put the community fund umbrella over it and keep money closer to home.

**Peggy Slama, Beaver Valley Agricultural Society** spoke noting she sees Cathy's point in that small organizations like the Fall Fair don't get sufficient funds to set up their own endowment fund. She sees the benefits of the Town of the Blue Mountains Fund helping smaller organizations. Roberta noted there are small fairs that have started their own endowed fund and are doing well and noted the agricultural sector is good at donating. She suggested talking to Markdale Fall Fair as there is some real interest there. She noted fall fairs are very popular.

**Michael Seguin, Blue Mountain Ratepayers Association** questioned if there is any circumstance where you can collapse an endowment fund. Roberta referenced an example wherein they were allowed to collapse an endowment fund. Michael then questioned what happens if there is a dispute. Roberta noted that each endowed fund has two signing authorities wherein representatives would work things out by meeting with the Board of Directors of the Community Foundation.

**Heather Kehoe, Beaver Valley Agricultural Society/Fall Fair** referenced the Saugeen Shores fund and that in five years they are up to \$197,000. She asked Roberta to talk about the fund and how they got it. Roberta referenced a municipality golf tournament and using \$5,000 to start the Saugeen Shores Endowment.

Roberta referenced setting up a committee; a steering committee to best represent their area. That steering committee comes together for a 10 step training and then training on getting word to the public. They might have an investor's forum, breakfast for investors or some other sort of fundraiser.

**Marlene Yen, Beaver Valley Outreach – Beaver Valley Outreach** asked about the agreement. She questioned if a community is going to establish a local community fund, who is part of that agreement. Roberta advised that usually the mayor, deputy mayor or

someone from council. She noted the Community Foundation representatives have been to council a few times over the past few years.

**Don Braden, Blue Mountain Village Foundation** commented on being in business about 17 year and the four foundations. He asked if the community funds are new. Roberta noted they are probably 6 years old. She noted a lot of rural foundations were having trouble getting out. People didn't embrace as they didn't know. Ambassadors help. The concept of Council is that they don't want their money (say Kincardine) going to another community (say Hanover). The concept of the community fund is that the money stays in the area.

**Duncan McKinlay** reiterated that the questions and answers will help to form a report to Council.

Reference was made to the linkage to Community Foundations of Canada, which is the national network for Canada's Community Foundations and the contact with peers to gather new initiatives, information on different grants they can apply for, investment advisors, and the international conference with 23 countries around the world. Reference made to Germany and Romania. Their communities had exactly the same problem as we had -- very interesting. Reference was made to a Canada-wide conference once a year noting attendance. Reference was also made to attendance by the Grand Chief of Canada and the Mayor of Calgary and the opportunity for exposure to new innovations.

Roberta referenced the Governor General's address at the national conference in May 2011. She noted his call to action and a challenge to all Canadians to help build a "smart and caring nation" as Canada approaches its 150<sup>th</sup> birthday in 2017. His vision through the Smart and Caring Communities initiative is to have every Canadian linked to community foundations. Copies of the Community Foundations Canada brochure are available today from Roberta following the meeting.

**Donna Marinacci, Community Foundation Grey Bruce, Board of Directors** referenced the 2008 Environmental Forum "Go Green at Blue" with Guest Speaker Stephen Lewis, and other initiatives with Trillium and working with non profits. She noted a forum held in Meaford and Port Elgin and information on the continued focus on the needs of the community. She noted the Foundation is involved with True Sport and the GBCF was chosen as one of ten communities with TBM invited. She noted we should be very proud in this community to be awarded this initiative.

Roberta noted some organizations didn't have governance in place and the Trillium Foundation assisted in supporting the Foundation in this community need. A session was put on with seven speakers to assist everyone in the education toward compliance and best practice. For the past six years, a workshop on how to write a grant, media releases etc. has been offered as services to communities.

**Norine Baron, Beaver Valley Outreach** made reference to the governance session noting it was well attended and had good smaller group participation.

She noted she wanted to ask about what Peggy and Diane (Beaver Valley Agricultural Society & Georgian Triangle Humane Society) had said about smaller groups in that a small amount of money is a large gift and a large investment in a small group. She asked if they always have to have governance in order, bylaws written etc. Roberta noted they do not have to have a charitable number, but have to use one. If the group is small, they can funnel the money through the municipality or through a local charity. They do expect them to have governance and best practice in place, meetings, minutes etc.

**Bill Chapman, Thorn bury Ministerial** spoke to his perception of discrimination against churches. Roberta offered an example suggesting that if someone was promoting one religious belief and was seeking funds for a conference or literature, support funds could not be granted...

**Carol Cooley, the Blue Mountains Public Library** noted that if the Community Foundation is marketed so that money donated does not go elsewhere (say Tobermory for instance), this is a good solution, without setting up the local fund. What she thought she was hearing was that the local foundation would be expected to fundraise.

Roberta noted certainly networking but not fundraising and noted there are lots of ways to open doors. If you have a community fund, the steering committee of six would help to decide, when grant applications come in, if the group was a good group to fund. Can't know in Owen Sound what groups are good or deserve funding; get advice. All grant applications in Saugeen Shores go to the Steering Committee in Saugeen Shores; they provide input.

Carol noted that if that is all the local organization does, it sounded like the expectation is that you would do more. Roberta noted it would be dependent on what the fund management team would like to do. She noted that every community we (CFGB) talk to has a lot of not for profit organizations; it pulls everyone together under one umbrella.

**Don Braden, Blue Mountain Village Foundation** suggested that the first pressure would be to get the initial fund. Roberta concurred and noted that if that was done by opening doors by talking to different organizations, by hosing business breakfasts etc., she would come to speak.

Reference was made to the snag re money outside of Grey County. Roberta referenced providing an avenue for information in the community and an avenue for them to donate.

**Duncan McKinley** referenced the move to look at our own community.

**Troy Speck, CAO, Town of The Blue Mountains** noted that some questions came to mind while Roberta was speaking. What he thinks he is hearing is if there wasn't a BMCF he could donate \$1000 to Community Foundation Grey Bruce and ask that it be spent in the Town of The Blue Mountains. Roberta responded yes; if there was an endowment fund set up. If no, he noted if you gave \$25,000 that would set up an endowment, which is essentially the community fund.

Troy referenced reporting back to Council (Duncan and Troy) regarding what he heard here today. He noted he thinks what he heard is that maybe there is no need for a BMCF but that there are opportunities for organizations to establish their own endowment fund through Community Foundation Grey Bruce and to use annual interest to support their own organization.

**Linda Wykes, Georgian Sound Presents** raised a question and asked, "Do we not need support of the community?" Robert noted anyone can do this. The only time Council support is needed is if setting up a community fund.

**Donna Marinacci, Community Foundation Grey Bruce, Board of Directors** asked those present if it would be helpful if other municipalities came to The Blue Mountains and suggested perhaps someone from Saugeen Shores. She suggested going to their website and to the national website. She referenced the website videos and people speaking to the topic. She offered to assist if it would help if someone from other municipalities came to speak.

**Don Braden, Blue Mountain Village Foundation** offered that he thought he heard not all have as wide a base.

Roberta noted that Markdale has its own foundation and Priceville also has its own. She noted the allotment of money they received from public utilities never increased each year.

Duncan noted this as an option.

**Marlene Yen, Beaver Valley Outreach – Beaver Valley Outreach** spoke suggesting it is a good thing that everyone is now aware that applications can be made directly to Community Foundation Grey Bruce. She suspects that a lot of people were probably not aware and also suspects there are other groups and that applying would be very beneficial to them.

Roberta referenced that other community funds receive donations from every funeral in town. This ongoing revenue means their community funds are building. She made particular reference to \$26,000 coming in from one funeral. Caroline Letourneau noted that lots of groups here have that capability.

**Bill Chapman, Thornbury Ministerial** spoke saying he was trying to summarize the pros and cons of a community fund. He suggested that one of the negatives of not



having a fund would mean that there was no one local to help with the distribution and that if there were several applications, someone in Owen Sound would have to decide. He felt this was a clear negative. On the positive side, he referenced stocks, cottage real estate etc. and throwing the bucks in the pot.

**Norine Baron, Beaver Valley Outreach** reported she spoke to people from Grey Highlands. She noted she had quite a positive response. There are 8 people on the board when full and they now meet quarterly. Last year there was a matching grant and a donation to the Chamber. The fund matching program was used and funds were used for the Chamber operation. It sounded like that leap-frogged them. Roberta referenced a large donation; a bequeath and an undesignated will. Roberta advised she never suggests putting all the funds in the endowment amount.

**Don Braden, Blue Mountain Village Foundation** offered that no matter what the decision, he felt all present respect what the Community Foundation Grey Bruce is doing.

**Duncan McKinlay** spoke to when the report might go to Council. He referenced the next Council meeting on July 16 and the summer recess. Don Braden questioned the process and the written comments. Duncan noted he was just trying to set a timeframe for written comments and still have the report ready for the appropriate Council meeting. Troy suggested after the summer recess. Duncan suggested receiving comments until Friday, July 6.

Roberta added a comment noting that two foundations in Grey Highlands work with them at granting time and it is decided between the three; what will be funded, so there is no duplication of service.

Duncan reiterated Friday, July 6, and asked that written comments be submitted by end of business. He invited everyone to read over the Town report, the material from the Community Foundation Grey Bruce, visit the website and to talk to others in other communities. He invited clear, concise comments and the inclusion of any unanswered questions. Responses can be submitted by email to Duncan McKinlay c/o Karen Tanner at [ktanner@thebluemountains.ca](mailto:ktanner@thebluemountains.ca). Following that, he noted he and Troy would get a report to Council. He noted we will have to consider what role the Town might have moving forward, by giving a list of options to Council. He noted he would have to see how the comments come back noting that Council will either say they want nothing to do with this or they will decide to have one more thing available in the community.

**Michael Seguin, Blue Mountain Ratepayers Association** suggested everyone consider them self as a donor and if it were possible to send out \$1 million dollars, to ask yourself how you would view it. Would you donate to CFGB or a local foundation?

It was offered that the comments noted today suggest those are not the only options.

**Duncan McKinlay** thanked everyone for giving their time, on a very nice afternoon, to take in the information and to give us some questions and opinions that will help him with the tasks given to him by Council. He extended thanks to Roberta for her time, the presentation and for being here today.

#### **E. Adjournment**

The meeting adjourned at 3:30 p.m.