Minutes
Grants and Donations Committee

Meeting Date: March 6, 2020
Meeting Time: 1:00 p.m.
Location: Town Hall, Council Chambers
Prepared by: Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Councillor Rob Sampson, who Chaired the meeting due to Councillor Peter Bordignon’s absence, called the meeting to order at 1:00 p.m. with Committee members Paula Hope and Linda Wykes present.

Town staff present were Chief Administrative Officer Shawn Everitt, Director of Finance and IT Services Ruth Prince, Manager of Communications and Economic Development Tim Hendry, and Administrative Assistant Tracy Petrescu.

- Traditional Territory Acknowledgment
- Committee Member Attendance

Executive Assistant Committees of Council Sarah Merrifield confirmed regrets were sent by Committee members Councillor Peter Bordignon and Caroline Harbinson.

- Approval of Agenda

Moved by: Paula Hope Seconded by: Linda Wykes

THAT the Agenda of March 6, 2020 be approved as circulated, including any additions to the Agenda, Carried.

Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the Municipal Conflict of Interest Act and the Town Procedural By-law 2019-56, Grants and Donations Committee Members must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

None
Previous Minutes (February 7, 2020)

Executive Assistant Committees of Council Sarah Merrifield advised she was aware of an error in the February 7, 2020 minutes at Item C.3 Action Item Review. The draft minutes should be amended to state “in the past four years the Town has provided approximately $350,000 to various community recipients.” The reference currently incorrectly states three years.

Moved by: Linda Wykes  
Seconded by: Paula Hope

THAT the Minutes of February 7, 2020 be approved as circulated, including any revisions to be made, Carried.

B.  Staff Reports and Deputations

B.1  Deputations, if any

None

B.2  Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2019-56 fifteen minutes is allotted at the Meeting to receive public comments regarding Grants and Donations Committee matters included on the Agenda. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation or potential litigation matters, or matters that are a follow-up to a Public Meeting.

None

B.3  Staff Reports, if any

B.3.1  We Love Blue Gala Follow-up, FAF.20.036

Moved by: Paula Hope  
Seconded by: Linda Wykes

THAT the Grants and Donations Committee receive Staff Report FAF.20.036, entitled “We Love Blue Gala Follow-up Report” for information purposes

Bordignon, Peter  absent
Harbinson, Caroline  absent
Hope, Paula  Yay
Wykes, Linda  Yay
Sampson, Rob  Yay

The motion is Carried.
C. Matters for Discussion

C.1 Town “Swag” Update – Manager of Communications and Economic Development Tim Hendry (verbal)

Manager of Communications and Economic Development Tim Hendry provided an update on Town “Swag” sales. Tim explained that for the summer merchandise, 146 units were sold for a profit of $1,938. Tim confirmed the winter merchandise will be reconciled at the end of March 2020 and 140 units have been given to participating businesses to sell. Retailers who agree to sell the Town merchandise keep $5 for each unit sold.

Committee member Paula Hope noted the Town staff who wear corporate branded button up shirts and questioned if similar styles can be provided to the public, or if women’s nightshirts have ever been considered as potential Town “Swag” apparel. Chief Administrative Officer Shawn Everitt confirmed the button up shirts are part of the staff apparel orders and advised the Town is considering release of a Request for Proposal to get pricing on a wide range of potential Town apparel and “swag” options.

Councillor Sampson questioned if there is a mechanism for Town apparel sales to gain momentum. Tim noted the Town has received requests for different apparel designs, as the current apparel is focused around the Town logo, “Muskoka” chairs, and other symbols. Tim noted a key struggle is finding retail spaces to sell the merchandise, as retail floor space is limited and $5 per unit sold is not a large profit margin.

It was confirmed the Committee will explore if there is an opportunity to have the Town “Swag” in Craigleith-area stores at the next meeting. Paula also questioned if local restaurants and bars would be interested in selling the merchandise. Tim confirmed the focus to this point has been on traditional retailers. Tim further advised the Town purchased glass water bottles advertising the Town has being awarded the “Best Tasting Drinking Water”. While the Town has made an effort to sell these glass water bottles to local restaurants, the uptake has not been significant. Tim noted he will add the discussion regarding increasing Town “Swag” sales onto the next Economic Development Advisory Committee agenda for consideration, as the Committee members may be able to lend some of their expertise to the discussion.

C.2 Possible 2020 Grants and Donations Committee Events (verbal)

Committee members discussed that a hockey tournament, or a community dinner would be a good idea. Potential Committee events will be considered further at the May 2020 Committee meeting.

C.3 Grants and Donations Committee Composition

Note: at the February 10, 2020 Council meeting the following direction was provided:

 THAT Council request that the Grants and Donations Committee provide input to Council regarding the mandate of the Committee moving forward, including the option to move to a Community Committee or Community Foundation that includes The Blue Mountains staff representation or to continue status quo as a Committee of Council, Carried.
This matter will be reviewed when additional information and insight from the Grey Bruce Community Foundation is presented.

C.4 Consideration of Appointment of a Chair for an Eighteen Month Term

Councillor Sampson noted Councillor Bordignon indicated his interest in being Committee Chair.

Moved by: Paula Hope Seconded by: Linda Wykes

THAT the Grants and Donations Committee appoint Peter Bordignon as the Chair of the Grants and Donations Committee for an eighteen-month term from April 2020 to October 2021

Bordignon, Peter absent
Harbinson, Caroline absent
Hope, Paula Yay
Wykes, Linda Yay
Sampson, Rob Yay
The motion is Carried.

C.5 Action Item Review

• Applications for 2020 Grants and Donations Program

It was noted that at the upcoming April 3, 2020 meeting, applications for the 2020 Grants and Donations Program will be considered. Final approval of grant money distribution will be undertaken by Council.

Paula Hope questioned if the work of the Grants and Donations Committee is unique in the municipal setting; Councillor Sampson and Shawn Everitt noted many municipalities undertake money-raising exercises, either through the Committee model or through a separate Foundation model.

Tim advised the Committee that a press release will be circulated regarding the “We Love Blue” Gala.

• Presentation from Grey Bruce Community Foundation
• Presentation from Blue Mountain Community Association
• Town Community Foundation Information, following request at February 7, 2020 meeting
• Review of Town “Swag”/Apparel Program

D. Correspondence

None
E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

- Craigleith Area Town Merchandise options
- Possible Grants and Donations Committee Events (May meeting)
- Committee Composition

F. Notice of Meeting Dates

April 3, 2020
Town Hall, Council Chambers

The April 3, 2020 meeting will be from 1:00 p.m. to 4:30 p.m. to allow for review of the 2020 Grants and Donations applications.

G. Adjournment

Moved by: Paula Hope Seconded by: Linda Wykes

THAT the Grants and Donations Committee does now adjourn at 1:37 p.m. to meet again at the call of the Chair, Carried.