

MINUTES
LUNENBURG COUNTY MULTI-PURPOSE CENTRE CORPORATION (LCMPCC)
Thursday July 16, 2015

Minutes of a meeting of the Lunenburg County Multi-Purpose Centre Corporation held in the Multi-Purpose Room at the Lunenburg County Lifestyle Centre, 135 North Park Street, Bridgewater, Nova Scotia. Meeting called to order at 6:00 pm on July 16, 2015.

Chair: Andrew Tanner

Attending: Bill McInnis, Carolyn Boliver-Getson, Malcolm Pitman, Wayne Foster, Heather Fralic and Claudette Garland

Regrets: John Vissers

Regrets (Non-Voting Reps): Ken Smith, CAO, Town of Bridgewater (Town)
Kevin Malloy, CAO, Municipality of the District of Lunenburg (MoDL)

Guest In Attendance: Cheri Kelly, Aquatic Manager, LCLC

Also in Attendance (Resource): Kevin Benjamin, General Manager, LCLC

Recording Secretary (Resource): Isobel Leslie

ADDITIONS/DELETIONS TO THE AGENDA

➤ Under Finance Committee Update

Add *LCLC Doc. 15-031, Project Income Detail – Joel Plaskett/Sammy Kershaw Concerts*
LCLC Doc. 15-032, GM Status Report

2015-038 MOVED BY Bill McInnis, SECONDED BY Carolyn Bolivar-Getson, that the Agenda of the Lunenburg County Multi-Purpose Centre Corporation of July 16, 2015, be approved as circulated. Motion Carried.

MINUTES

2015-039 MOVED BY Wayne Foster, SECONDED BY Heather Fralic, that the Minutes of the Lunenburg County Multi-Purpose Centre Corporation of June 18, 2015 be approved as circulated. Motion Carried.

BUSINESS ARISING AND UNFINISHED BUSINESS

Request for Decision/Direction

Finance Committee Update

LCLC Doc. #15-030 Income Statement ending June 30, 2015, was circulated to the Board members for review and comment. Malcolm reported on the Statement on behalf of the Finance Sub-Committee. He noted that in the future, comparative year to date budget will be compared to a seasonally adjusted budget. This should give the board a clearer picture of the financial statements.

LCLC Doc. #15-031, Revenue and Expense details on the recent Joel Plaskett concert along with Revenue and Expense details of the Kershaw concert, were circulated for review and comment. Carolyn noted that the breakdown of those concerts should also include the LCLC portion of the Concession/Bar sales.

2015-040 MOVED BY Malcolm Pitman, SECONDED BY Bill McInnis, that the Lunenburg County Multi-Purpose Centre Corporation accepts LCLC Doc. #30, *Income Statement ending June 30, 2015* with minor changes moving forward, and LCLC Doc. #31, *Plaskett/Kershaw Concert Income Statement* as presented. Motion Carried.

The Board asked that the Accountant revise the revenue/expense documents for the concerts so that detail of the LCLC profit share is also shown on concessions/liquor sales.

Strategic Vision Statement (LCLC Doc. 15-024)

Discussion and Identification of Top Priorities

The board members were asked to provide a higher priority of tasks/projects so staff can perform what the board wants them to focus on on a short term basis. A discussion ensued of what those priorities should be. As well, discussion followed around sourcing special events and the inherent risks/costs associated with filling the arena (as an example) in off peak periods. Increasing the utilization of the facility as a whole while generating revenue was a priority.

The group discussed a three year business plan for vision and also a one year more detailed plan as a direction to staff.

The general consensus of the group was to focus on the following items:

- Membership - put membership numbers back on track
- Require a tangible action plan – there is a strong monitor on the expense side but not so much with the revenue side.
- Discussed rental and ice rates once again – look at next fiscal for a possible raise in fees/rents
- Bring more special events

- Positive Awareness about the LCLC – it was noted that positive communication needs to be part of not only the Board of Directors’ mandate but also MoDL and Town Councils’ mandate. The positive messaging needs to be actioned.
- Positive Awareness in the media needs to be captured on a regular basis as well.
- Most Importantly, increase revenue overall and bring the expenses within budget

Information/Updates

General Manager Update

LCLC Doc. #15-032, General Manager Update, was circulated to the board for review and comments. Of note:

- The scheduled aquatic shutdown to check all systems in accordance with our contract went smoothly
- No issues with the opening of the new splash pad – was well received
- Fall Aquatic session has already started
- Strum is to do a final inspection and a report sent to Nova Scotia Power. Should receive the deposit for the environmental piece back very soon.
- Nova Scotia Power – LCLC also has a claim for some damages caused by high voltage coming into the centre – should be resolved very soon.
- The installation of dehumidification units in the arena was underway.
- Applied for a grant through ACOA for some money to go towards the capital and have been successful with that grant
- Concerts – Loverboy scheduled for August 15 – two more events/concerts in the works
- Dog Show scheduled for 1st week in August
- Guest Services have been reaching out to expiring members – via phone calls – receiving positive feedback.
- Bernice Theriault has been hired on a contract basis to assist with corporate memberships
- Partnerships
 - Events Lunenburg County – won a bid to host the 2017 55+ games
 - United Way of Lunenburg County (UW) is working with the LCLC to have a storage unit built and fill it with approximately 60 skates for free loan at the LCLC. As well, the UW will purchase some skating passes to distribute to low income families through family resources centres and the schools (Back in the Game).
 - Chamber of Commerce – Chamber and LCLC have teamed up to provide awareness to Breast and Prostate Cancer. Local businesses will sponsor blue and pink ribbon logos on ice surface.

With respect to memberships, Kevin was asked if he could instruct staff to provide a report as to exactly where the LCLC members are located. He explained that with the present software, it was difficult to provide this information as it would have to be done manually. He would discuss with staff and find out how much time it would take to gather this information.

Chair’s Report

Nothing unique to discuss at this time.

Governance Committee Report

The Governance Committee would meet in September and have a report for September's board meeting.

Fundraising

Andrew advised that Town resident Krista Walker would like to assist with fundraising for the centre. He would set up a meeting between Carolyn Boliver-Getson and Ms. Walker.

Update on Expression of Interest for Charities to Sell Seats and Other Sponsorship Opportunities

These agenda items were not discussed.

Other Standing and Ad-Hoc Committees

Nothing to Report at this time.

2015-041 MOVED BY Carolyn Bolivar-Getson, SECONDED BY Wayne Foster, that the Lunenburg County Lifestyle Centre Board of Directors move to an In Camera format in accordance with Section 22 (2) (e) of the *Municipal Government Act*.

At 7: 26 pm, the meeting moved to an In Camera Format to discuss library lease status, discussion about concert contract, and General Manager Performance Review.

.....

At 10:05 pm, the regular meeting of the Lunenburg County Multi-Purpose Centre Corporation resumed.

NEXT REGULAR MEETING

By consensus, it was decided to take a hiatus for August unless it is necessary to meet, and resume meeting in September, 2015. Therefore, the next regular meeting of the LCMPPC is scheduled for:

Date: September 17, 2015
Time: 6:00 pm
Location: Multi-Purpose Room, LCLC

ADJOURNMENT

By consensus, the Meeting of the Board of Directors of Lunenburg County Multi-Purpose Centre Corporation was adjourned at 10:10 p.m.

Isobel Leslie, Recording Secretary

Andrew Tanner, Chair