

MINUTES
LUNENBURG COUNTY MULTI-PURPOSE CENTRE CORPORATION (LCMPCC)
Thursday July 21, 2016

Minutes of a meeting of the Lunenburg County Multi-Purpose Centre Corporation held in the Meeting Room at the Lunenburg County Lifestyle Centre, 135 North Park Street, Bridgewater, Nova Scotia. Meeting called to order at 6:03 pm on July 21, 2016.

Chair: Andrew Tanner

Attending: Bill McInnis, Eric Hustvedt, Malcolm Pitman, Heather Fralic
Wayne Foster and John Vissers

Regrets: Carolyn Bolivar-Getson

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

Also in Attendance (Resource): Vicky Grace, Accountant

Guest in Attendance: David McKenna, Levy Casey Carter MacLean

Recording Secretary (Resource): Isobel Leslie

ADDITIONS/DELETIONS TO THE AGENDA

2016-32 MOVED BY John Vissers, SECONDED BY Eric Hustvedt that the Agenda of the Lunenburg County Multi-Purpose Centre Corporation of July 21, 2016, be approved as circulated. Motion Carried.

Presenter: David McKenna, Auditor, Levy Casey Carter MacLean

Draft Audited Financial Statements

LCLC Document #16-015, Draft Audited Financial Statements were circulated to the Board of Directors at the previous meeting and David McKenna was in attendance to review the financials with the board and answer any questions the Board members might have.

David reviewed the financials along with the Auditor's letter in detail. He noted that nothing out of the ordinary was found with respect to the financials and any questions that they had was easily explained. He noted that there was a bit of a surplus this year as the LCLC received more funding from the partners as well as more arena revenue etc.

Cost of an Interim Audit

David had been asked to quote on the price of an interim audit this year as the LCLC was switching its POS Recreation Software from Innosoft Fusion to Book King in August. To make the year end a clean audit starting with the beginning of the new software package, the Board had agreed it was prudent to have an interim audit once the software switchover was made. David quoted \$2500 for the interim audit and \$10,000 for the year end audit for the end of the next fiscal year.

David was thanked for his input and left the meeting at 6:30 pm.

2016-33 MOVED BY John Vissers, SECONDED BY Bill McInnis, that the Lunenburg County Multi-Purpose Centre Corporation accepts LCLC Document #16-015, Draft Audited Financial Statements as circulated and presented to the Board of Directors. Motion Carried.

2016-34 MOVED BY John Vissers, SECONDED BY Bill McInnis, that the Lunenburg County Multi-Purpose Centre Corporation accepts Levy Casey Carter MacLean as the interim auditors and then fiscal year end (March 31, 2017) auditors for the Lunenburg County Multi-Purpose Centre Corporation. Motion Carried.

The board would go out to tender in January of 2017 for future year audits.

MINUTES

2016-35 MOVED BY John Vissers, SECONDED BY Bill McInnis, that the Minutes of the Lunenburg County Multi-Purpose Centre Corporation of June 23, 2016, be approved as circulated. Motion Carried.

BUSINESS ARISING AND UNFINISHED BUSINESS

Request for Decision/Direction

Finance Committee Update

John Rissers reported that due to staff vacations, there was no monthly statement completed for June. The June statement would be presented at the next regular meeting of the Board.

Lumberjacks Correspondence

LCLC Doc #16-017, emailed correspondence from the Junior A Team, South Shore Lumberjacks, was circulated to the board for information and direction. Kevin explained that essentially the Lumberjacks were looking for home game ice at no cost. The Lumberjacks noted that they were bringing a lot of fans to the centre and the spin off would mean concession sales, alcohol sales etc.

Kevin noted that the Lumberjacks presently receive their practice ice times at a substantial savings to the team. The board asked if it would be difficult to rent out the game ice times that the Lumberjacks presently have. The board was assured that Friday night slots were in high demand and he would have no problem filling those time slots with other groups – i.e. Parkview/Bridgewater High.

The board felt that at this time, it could not grant the request of free ice as this could open the door for others to request the same thing. As well, the LCLC was doing everything they could to financially accommodate the Lumberjacks in other ways, such as significantly reduced fees for their practice.

2016-36 MOVED BY Wayne Foster, SECONDED BY Eric Hustvedt, that the Lunenburg County Multi-Purpose Centre Corporation instruct Chair Andrew Tanner to correspond with Lumberjack business manager Bubby Jackson that the LCLC could not grant the team's request for free game ice for the 2016/2017 season. Motion Carried.

Sport Hall of Fame Request

Greg Flynn, a member of the Sport Hall of Fame organizing committee, had written to Kevin regarding a request for the proposed wall of fame at the LCLC. Before the organizing committee went any further with its plans, the group was looking for the LCMPCC's blessing for the concept of having a "wall of fame" – plaques hung on the walls around the arena concourse. As well, Kevin noted, he could make some room in the present trophy cabinet to put something in there describing the local wall of fame. All agreed that the concept was a good one and looked forward to hearing more as plans moved forward. The Board members were assured that they would be kept in the loop on all choices of the Sports Hall of Fame Committee.

Marketing

The board discussed marketing and what the term means to the board members. Eric noted that he would like to have defined what the role of the board is with respect to marketing. The board discussed the reports that were recently distributed by the students at Dalhousie University.

Eric asked that Kevin review the overall marketing reports in detail and pick out what strategic areas of the reports that could work on an ongoing basis such as regular surveys to its members etc. The board asked that Kevin take a few months and return to the board with an overview of the marketing reports and a plan on moving forward.

Special Events

As well, the Board should decide if a Special Events Committee should be formed. Discussions ensued around this area and it was noted that essentially what they were talking about was primarily concerts and the kind of concerts that should be offered at the LCLC. Should the board simply entrust General Manager Kevin Benjamin to take care of this area as its hired spokesman OR should the board be immersed in all aspects of marketing/entertainment for the Centre.

From his point of view, Kevin explained that with respect to performers/entertainers, it is difficult to know the right fit for the LCLC and the people of the various surrounding communities. The Board has to be cognizant of the fact that the more “well-known” an artist is the higher the cost, the more they have to charge the public - as the LCLC is a fairly small venue - and the more the facility stands to lose if the concert does not sell. Ideally, the best case scenario is to simply rent out the facility to a third party bringing in an artist, therefore taking the worry of a misstep / loss away from the LCLC.

Information/Updates

General Manager Update

LCLC Doc. #16-018 General Manager written update was circulated to the board for information and discussion.

Of note:

- Summer Camps were going well – numbers are well ahead of last summer’s participants.
- Ice Plant is turned back on on August 5 with ice fully ready and the first ice rental on August 15th.
- Summer swim lessons are going well and the Aquatic Centre is on track to meet or surpass last summer’s participant numbers.
- Special Events:
 - Fly ball dog show was taking place in the arena for the 2nd consecutive year.
 - Events Lunenburg County will have a special announcement on July 30th at the LCLC.
 - Atlantic University Hockey was once again coming to the LCLC.
 - Jillian Saulnier Female Hockey Camp – August 19 – 21st at the LCLC.
 - In discussions to host a high performance sledge hockey training camp in November.
 - At the end of the season – April 2017, the LCLC we will be hosting the annual day of champions for Hockey Nova Scotia – this takes place over 3 days.
- Membership numbers have come up slightly due to a summer 3-month promo. Staff is rolling out a fall promo on an annual membership as well.
- POS software switch in August – staff is presently in training and pleased with the new software.

Overview of the Joint Board meeting with the YMCA Board

Kevin advised that he had received a brief report from facilitator Max Chauvin, had forwarded to CEO of YMCA, Yvonne Smith, and once she has reviewed, it will be forwarded to both board of directors.

Governance Committee Update

Municipal Alcohol Project

Malcolm reported that the committee had not yet met. He did have some templates from Kevin with respect to the Municipal Alcohol Project. Malcolm asked the board members to pass on their thoughts on the drafting of a policy with respect to responsible alcohol use and advertising.

2016-37 MOVED BY Wayne Foster, SECONDED BY Carolyn Bolivar-Getson, that the Lunenburg County Multi-Purpose Centre Board of Directors move to an In Camera format in accordance with Section 22 (2) (e) of the *Municipal Government Act*.

At 7:55 pm, the meeting moved to an In Camera Format to discuss Food and Beverage Services at the LCLC. The General Manager's performance review would be deferred to the next regular meeting of the LCLC.

At 8:01 pm, the regular meeting of the Lunenburg County Multi-Purpose Centre Corporation resumed.

UPCOMING MEETINGS

It was discussed and decided that the Board would forego the next regularly scheduled meeting on August 18, 2016.

The next regular meeting of the LCMPPC is scheduled for:

Date: September 15, 2016
Time: 6:00 pm
Location: Meeting Room, LCLC

ADJOURNMENT

The July 21, 2016 Meeting of the Board of Directors of Lunenburg County Multi-Purpose Centre Corporation was adjourned at 8:02 p.m.

Isobel Leslie, Recording Secretary

Andrew Tanner, Chair