

**MINUTES**  
**LUNENBURG COUNTY MULTI-PURPOSE CENTRE CORPORATION (LCMPCC)**  
**Thursday April 20, 2017**

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 6:00 pm on April 20, 2017.

Chair: Wayne Foster

Attending: Andrew Tanner, David Mitchell, John Vissers, Eric Hustvedt, Heather Fralic, Carolyn Bolivar-Getson and Andy Selig

Also in Attendance (Non-Voting Reps): Kevin Malloy, CAO, Municipality of the District of Lunenburg (MoDL)

Regrets: Ken Smith, CAO, Town of Bridgewater (Town)

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

Recording Secretary (Resource): Isobel Leslie

Delegation: Evan Monahan, Jamie Heim and John Risser, Proposal, Bridgewater Tennis Club

**ADDITIONS/DELETIONS TO THE AGENDA**

2017-17        MOVED BY Andrew Tanner, SECONDED BY Carolyn Bolivar-Getson that the Agenda of the Lunenburg County Multi-Purpose Centre Corporation of April 20, 2017, be approved as circulated. Motion Carried.

**MINUTES**

2017-18        MOVED BY John Vissers, SECONDED BY Eric Hustvedt, that the Minutes of the Lunenburg County Multi-Purpose Centre Corporation of March 23, 2017, be approved as circulated. Motion Carried.

**DELEGATION**

**Bridgewater Tennis Club**

Representatives of the Bridgewater Tennis Club were in attendance to propose a possible future partnership between the LCLC and Tennis Club with the tennis club potentially moving to the LCLC.

As they explained, presently the Tennis Club was located in the Town of Bridgewater at the Kinsmen Park but their current location was built on swampland and their clubhouse was in a state of disrepair as well. Because of the costs associated with repairing their clubhouse and the fact that the land was not suitable for tennis courts, rather than spend the money to attempt to fix the clubhouse and the courts, the Club was thinking about a relocation.

Specifically, they were looking at the parking area which is currently being used by the temporary skate park. The space they were discussing is underutilized by the LCLC and this partnership could be a win for both parties involved.

The Tennis Club representatives were thanked for their presentation at 6:20 and left the meeting.

The Board members discussed the proposal and all agreed it warranted further investigation. Kevin was asked to check and see if the reduction in parking spaces would be a problem with any of the Town's by-laws, noting that presently, the parking spaces were not being used.

2017-19            MOVED BY Carolyn Bolivar-Getson, SECONDED by David Mitchell, that the Lunenburg County Multi-Purpose Centre Corporation Board of Directors instruct General Manager Kevin Benjamin to pursue a partnership in principal with the Bridgewater Tennis Club. Motion Carried.

## **BUSINESS ARISING AND UNFINISHED BUSINESS**

### **Request for Decision/Direction**

#### Income Statement

LCLC Doc#17-015, Income Statement for March, 2017, was circulated to the board for review and discussion. John reported that everything looked good and they were reasonably on target on most line items. He noted that as the LCLC received a rebate from Nova Scotia Power, they actually came in lower than expected on that expense. Some changes to the layout of the income statement would be made over the next few months.

2017-20            MOVED BY John Vissers, SECONDED by Heather Fralic that the Lunenburg County Multi-Purpose Centre Corporation Board of Directors accepts LCLC Doc. #17-015, Income Statement of March, 2017. Motion Carried.

#### Lumberjack Proposal Update

Kevin reported that he and Kyle McAllister from the Lumberjacks, had been in discussions about the proposal Kyle had brought to the Board meeting in March. After several discussions, the Junior A Team was essentially offering to pay the LCLC a flat rate of \$20,000 for the right to sell all the sponsorship in the arena.

The Board members discussed the pros and cons of such a deal. In the end, the board members decided to take a flat rate of \$18,000 for the Board and then a percentage of each sale after that. The board members wanted it made clear to the Junior A team that any agreement that was accepted by both parties would be subject to review and changes at the end of each hockey season.

2017-21            MOVED BY David Mitchell, SECONDED BY Eric Hustvedt, that the Lunenburg County Multi-Purpose Centre Corporation Board of Directors directs General Manager Kevin Benjamin to delve further into an Agreement with the Junior A Franchise, South Shore Lumberjacks with respect to them exclusively selling Arena advertising, with the LCLC accepting a flat rate of \$18,000 for the right to sell the Arena ads as well as a percentage of each board after that amount. As well, the GM is to be clear in writing that any agreement with the South Shore Lumberjacks is for one season only and will be revisited on a yearly basis. Motion Carried.

As well, Kevin noted that he pitched the prices of the ice times at a higher rate than what the Junior A Team had paid last year as they were switching their ice times from early morning to mid-day and the prices would have to remain higher.

#### NHL Alumni

Kevin reported that the LCLC had the NHL Alumni game on the 6<sup>th</sup> of April. They had partnered with local service club, the Kiwanis, as a fundraiser for them. Unfortunately, despite best efforts from the volunteer Kiwanis and the LCLC, the game realized a loss of \$5,000.

2017-22            MOVED BY John Vissers, SECONDED BY David Mitchell that the Lunenburg County Multi-Purpose Centre Corporation absorb the expenses of the NHL Legends All-Star Hockey game. Motion Carried.

#### Marketing Direction – Update on Meeting with Region of Queens

Kevin Malloy reported that he and Ken Smith along with Kevin Benjamin had met with Richard MacLellan and Steve Burns from the Region of Queens with respect to the Queens Emera Center and the LCLC. The meeting went well and both shared thoughts and ideas regarding programming and events. Also discussed was a proposed agreement between the two entities regarding planning and coordinating of events in each of the two facilities. A difference between Queens Emera and the LCLC is that to date LCLC management has felt some pressure to make events profitable, whereas Emera has had more support to consider overall community benefits.

The board members were asked how they foresaw marketing going forward. It could be promoting events, filling the LCLC rental spaces, promoting memberships and much more. They discussed hiring a dedicated person to market the centre. They could go with one person or a firm. A detailed job description would need to be drafted, delving into what is required. It was decided that an Ad Hoc subcommittee should be formed.

2017-23            MOVED BY Eric Hustvedt, SECONDED BY David Mitchell, that the Lunenburg County Multi-Purpose Centre Board of Directors form an Ad Hoc Marketing Subcommittee for the purposes of identifying the needs of the LCLC with respect to a marketing person or company and to draft a detailed job description for same. Motion Carried.

David Mitchell, Eric Hustvedt and Andrew Tanner along with Kevin Benjamin would form this ad hoc committee.

### **Information/Updates**

#### Letter from TOB dated March 24, 2017 approving the forecasted deficit

For information, document #17-016 from Town of Bridgewater was circulated to the Board members, approving the forecasted deficit as well as the 2017/2018 LCLC Operating Budget.

#### General Manager Update

LCLC Doc. #17-018, General Manager's written update, was circulated to the board for information and discussion.

Of note:

- Kevin reviewed the many events that have gone on in the past month such as the NHL Alumni Game, School Board Science Fair, Hockey Nova Scotia Day of Championships from April 7 – 9; Nineveh Gospel Hall on the ice surface with over 500 people in attendance.
- Upcoming in May was the school board Regional Heritage Fair, Annual Parade by the Army Cadet Corp.
- As well he advised that there had been an ask from Hockey Canada about hosting another Sledge Hockey World Challenge at the LCLC maybe as early as December of 2017. The question was how much could the LCLC undertake. The LCLC was presently hosting the 55+ Games in September, the Esso Cup in 2018. Could we take on another Sledge Hockey tournament? It was agreed that for all these events, the economic benefit to the community was huge. As well, because of the benefits, local businesses should get involved. The decision on another Sledge Hockey event would need to be made in the near future but would depend on a number of factors. Kevin would need to take the regular LCLC clients into consideration and timing of events. Kevin would keep the board members apprised of any details and/or decisions made.

#### Governance Subcommittee

LCLC Doc #17-017, Policies 4 through 9 and Appendix V and new Appendix VI of the Governance Manual were circulated to the Board of Directors. Eric Hustvedt reported that the Governance Subcommittee had reviewed the policies and made some minor changes to each. He advised that the Governance Subcommittee would continue reviewing the next several policies and report at the June meeting. Isobel would update everyone's Governance Manual once all policies had been reviewed and if required, updated.

2017-24            MOVED BY David Mitchell, SECONDED BY Andrew Tanner, that the Lunenburg County Multi-Purpose Centre Corporation (LCMPCC) Board of Directors approve the changes to Policies 4 through 9 and Appendix V of the Governance Manual of the LCMPCC Board of Directors as well as adding new Appendix VI, as noted in LCLC Doc#17-017 and explained by Eric Hustvedt. Motion Carried.

Chair's Report

Nothing further to report at this time.

**NEXT MEETING**

The next regular meeting is scheduled for:

Date: May 18, 2017  
Time: 6:00 pm  
Location: Meeting Room, LCLC

**ADJOURNMENT**

The April 20, 2017, meeting of the Board of Directors of Lunenburg County Multi-Purpose Centre Corporation adjourned at 7:59 pm.

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Isobel Leslie, Recording Secretary

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Wayne Foster, Chair