

MINUTES
LUNENBURG COUNTY MULTI-PURPOSE CENTRE CORPORATION (LCMPCC)
Thursday June 21, 2018

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 June 21, 2018.

Chair: Wayne Foster

Attending: Heather Fralic, Eric Hustvedt, Bill McInnis and David Mitchell

Regrets: Michael Ernst, John Vissers and Andy Selig

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

Resource: Kevin Benjamin, General Manager

Recording Secretary (Resource): Isobel Leslie

ADDITIONS/DELETIONS TO THE AGENDA

2018-30 MOVED BY David Mitchell, SECONDED BY Heather Fralic, that the Agenda of the Lunenburg County Multi-Purpose Centre Corporation of June 21, 2018, be approved as circulated. Motion Carried.

MINUTES

2018-31 MOVED BY Heather Fralic SECONDED BY Bill McInnis that the Minutes of the Lunenburg County Multi-Purpose Centre Corporation of May 17, 2018 be approved as circulated. Motion Carried.

BUSINESS ARISING AND UNFINISHED BUSINESS

Request for Decision/Direction

Income Statement

The May Income Statement (LCLC Doc. #18-24) was circulated for discussion and information. Bill reported on the statement and the Board members discussed. It was noted that all was

progressing forward positively; revenue was up and expenses were down from this time last year. Bill reported that the Auditor had just about completed their audit for 2017-2018 and were now finalizing their report. They would appear before the Finance Subcommittee in July to review and the Finance Subcommittee would report at the July Board meeting.

2018-32 MOVED BY Bill McInnis, SECONDED by Heather Fralic that the Lunenburg County Multi-Purpose Centre Corporation Board of Directors accepts LCLC Doc. #18-24, Income Statement for May, 2018. Motion Carried.

Letter from Richard MacLellan, CAO, Town of Bridgewater

Marketing Coordinator - Discussion

LCLC Doc #18-21, Letter from CAO, Town was circulated to the Board. Richard asked if there was any budget savings or changes with respect to the fact that the Marketing Coordinator had resigned the position.

Kevin Benjamin explained that he wanted to take a fresh view of the whole position, i.e., flesh out what the Board wanted a marketer to do; would he/she be a marketing coordinator mostly focusing on social media etc. or would this person be more of a special events person? Kevin noted that he and Wayne had presented a PowerPoint on LCLC Financial Projections at the last meeting of MoDL's council. Listening to comments at the Council table, he noted they seemed to be leaning toward more of a special events person.

Kevin reported that for his part, a lot of his time was spent on the day-to-day operations of the facility; in particular, Human Resources had proven to take up a lot of his time. A person that could take the reins and run with events, not just concerts and the like, but source out different events, and keep the momentum going might be what the LCLC needed.

The Board agreed that they needed to revisit the position, redefine what was needed and redesign a job description.

Richard mentioned that in the future, there was the possibility of using one marketer for the LCLC and perhaps the HB Studios and whatever the Municipality needed; a combined effort.

Kevin was directed to bring the original team together, which consisted of David Mitchell, Eric Hustvedt, Andrew Tanner and himself, to revisit the original job description and work on updating it and discussing next steps. Kevin was asked to have this completed and report back at the next Board meeting in July.

Terms of Office for Board Members / Ad for Board Members

LCLC Doc #18-22, Terms of Office for current Board of Directors for the LCMPPCC was circulated for the board members review. It was noted that John Vissers was resigning in October of this year and Heather Fralic's 2nd term was finished in October of this year. John was a non-elected member on the Board through MoDL and Heather was a non-elected member of the Board through the Town.

In the past and in accordance with the Board's Governance Manual, the Board advertised for members when there was a vacancy, interviewed them and then recommended their choice to the municipal units for approval. The Board looked for a good fit and specific skill sets when recommending an individual to the Board. However the Ad Hoc Committee had recommended in its report (LCLC Doc#18-19) that the job of advertising and choosing the non-elected positions on the Board go back to the municipal councils as is the case with most committees of the municipal units.

After discussion, the Board agreed that if the Councils wanted to take over the process of finding suitable members for the LCMPPCC Board, that would be no problem, however, Wayne Foster in his capacity of Chair, would draft a letter to the Councils indicating what skills the LCMPPCC Board of Directors required to fulfill their complement of members. Wayne noted that he had been chair for a few years and he felt that it would be best to appoint a new Chair in November. As well, Heather was presently the Vice-Chair of the Board so that role would need to be filled at the same time.

CAOs of the municipal units, Kevin Malloy and Richard MacLellan suggested that they would meet to draft a joint advertisement in July asking for applications for the two board vacancies.

Information / Updates

Governance Committee Update

Review of Agenda Planning Calendar

Eric noted that in reviewing the Agenda Planning Calendar, the Board seemed to be right on target.

Review of Progress on Strategic Plan

Richard asked if both councils had input on the Strategic Plan and was told that both of the councils received copies of the plan as an information item but had not taken part in the process. Richard felt that the councils should take part of the process as there were areas in the Strategic Plan that had a direct impact on the Councils.

Wayne noted that he and Kevin Benjamin had made a presentation at MoDL's council with regard to operations and strategic planning but was told at the time that it was not necessary to present at the Town's council meeting. However, in light of Richard's comments, Wayne offered to do a presentation to Town Council as they had done with MoDL.

The Board discussed the importance of getting the good news stories out in the public. One such story was the Esso Cup and the economic benefits on the whole community. The LCLC along with Councils would draft a joint press release after the final paperwork was complete on Esso Cup.

General Manager Update

LCLC Doc#18-23, LCLC Strategic Priorities was circulated for review. Kevin had been instructed to present a report on the strategic priorities and the action that had been taken to date. In this report, Kevin reviewed the Strategic Priorities / Objective of same and Action/Programming. He advised that he would use this type of format on a regular basis to report on action items.

As well, Kevin gave a verbal review of some of the upcoming summer events such as a proposed Boxing match, Parkview graduation, a yearly Dog Show, Summer Day Camps and Swim Lessons.

Ad Hoc Committee Report – Discussion

Both CAOs of the municipal units had presented the Ad Hoc Committee Report to their councils (LCLC Doc #18-19). Kevin Malloy and Richard MacLellan would draft up a memo of discussion points for councils. Many questions arose from this report. What would a successful fundraising model look like? Kevin Malloy noted there was work to do to expand on this ad hoc report and he wanted to set up a workshop to review the report in detail with his council.

Wayne noted that the report was simply an informational item, the draft provided to the councils was a sample of what the Board's Ad Hoc Committee was presently working on and they provided a copy of the report to the councils to see if they accepted what they were doing. The LCMPPC Board of Directors had not yet had a chance to review the document as a Board and had not yet adopted it themselves so they felt that this needed to happen before the councils did anything with it.

The CAOs advised that they had a lot of work to do on their own that did not even pertain to the LCLC such as the opening of the MOUs etc.

It was discussed and decided that at the July meeting of the Board with the full Board present, the Board would go through *Section 2, Fundraising* of the Ad Hoc Committee Report in-depth.

Chair's Report

Deferred.

NEXT MEETING

The next regular meeting was scheduled for:

Date: July 19, 2018
Time: 6:00 pm
Location: Meeting Room, LCLC

ADJOURNMENT

The June 21, 2018 meeting of the Board of Directors of Lunenburg County Multi-Purpose Centre Corporation adjourned at 7:46 pm.

Isobel Leslie, Recording Secretary

Wayne Foster, Chair