

MINUTES
LUNENBURG COUNTY MULTI-PURPOSE CENTRE CORPORATION (LCMPCC)
Thursday July 19, 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 July 19, 2018.

Chair: Wayne Foster

Attending: Eric Hustvedt, Michael Ernst, John Vissers and Andy Selig
Bill McInnis and David Mitchell (6:40 pm)

Regrets: Heather Fralic

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

Resource: Kevin Benjamin, General Manager

Guest in Attendance: Mallory Taylor

Recording Secretary (Resource): Isobel Leslie

WELCOME

Kevin introduced Mallory Taylor, a Masters student in Recreation Management who was shadowing the General Manager as part of her program.

ADDITIONS/DELETIONS TO THE AGENDA

Wayne advised that the two elected officials from the Town of Bridgewater would be late this evening due to another commitment. Therefore he suggested changing the order of the agenda so they would be in attendance for the financial reports.

2018-33 MOVED BY Eric Hustvedt, SECONDED BY Michael Ernst, that the Agenda of the Lunenburg County Multi-Purpose Centre Corporation of July 19, 2018, be approved as revised. Motion Carried.

MINUTES

2018-34 MOVED BY Eric Hustvedt, SECONDED BY John Vissers, that the Minutes of the Lunenburg County Multi-Purpose Centre Corporation of June 21, 2018 be approved as circulated. Motion Carried.

BUSINESS ARISING AND UNFINISHED BUSINESS

Request for Decision/Direction

Marketing Coordinator - Discussion

Following the Board meeting in June, Kevin was directed to bring the original hiring team together to revisit the original job description for the marketing coordinator and work on updating it and discussing next steps.

Eric reported that he, Kevin and Sarah Kucharski met to discuss the marketing position again, taking a fresh view and discussing what the Board envisioned a marketer to do. It was decided that they wanted a marketer with their main focus on bringing in events and generating contracts for facility rentals, not just the social media aspect of the job.

Suggestions for better marketing of the centre:

- more print media should be designed
- corporate events and training events should be targeted
- more pictures of the centre should be on the website

Kevin advised that he would revamp and rename the present job description and email a final copy to the Board for their approval before the next board meeting. They would then advertise the Marketing position again.

Michael advised that he still did not support the hiring of a marketing person but he looked forward to seeing an updated job description.

Information/Updates

Geographical Membership

Michael circulated a report on where the current members of the facility live geographically. He noted that from the members that lived in the municipality, many lived close to Bridgewater. Not many members were located in the edges of the County. He recommended that some action be taken to target the individuals in the municipality that live further away. The board members noted that this was strictly a membership report. There were many people that were not members of the LCLC that visited the facility for other reasons and/or attended an event or a Junior A Hockey game.

Michael suggested that perhaps staff or volunteers could conduct a survey of people at an event and perhaps some hockey games to get a better picture of where people are coming from that visit the facility.

Wayne noted that this was still a good news story as memberships were increasing.

Michael advised that he would revisit the membership totals on a regular basis.

Governance Committee Update

Review of Agenda Planning Calendar

Eric reviewed the Agenda Planning Calendar and noted that the Board was on target.

Board Self Evaluation summary

LCLC Doc. #18-26, Board self-evaluation summary was circulated and reviewed by the Board. For more in-depth detail, the Board would discuss this in the In Camera meeting following this Board meeting.

General Manager Update

LCLC Doc#18-27, LCLC Strategic Priorities was circulated for review. Of note:

- Kevin would be announcing a concert very soon to be held in early November.
- Partnerships
 - There is a partnership agreement with the Town to provide Lifeguards at the Outdoor Pool
 - Partner agreement with the municipality to provide swim instructors for a lake swimming program.
 - Partner with the Junior A Team – sponsorship assets etc.
 - Beer Festival scheduled for February
 - Figure Skating Provincials to be held at the LCLC in February
 - Healthy Active Senior Fair to be held at the LCLC in November
 - Media Agreements with local media

Kevin Malloy asked about the status of the Bridgewater Tennis Club – had there been any further discussions about the Club moving to the LCLC? Kevin Benjamin advised that he had not heard back from the Tennis Club.

Request for Decision / Direction

Income Statement

The June Income Statement (LCLC Doc. #18-25) was circulated for discussion and information. Of note while the membership numbers were up, our dollars were down because of the highly successful Canada 150 promotion from last summer. Something to be discussed going forward is whether the LCLC should aim for membership numbers or membership dollars.

This discussion would be brought back to the September meeting.

2018-35 MOVED BY Bill McInnis, SECONDED by David Mitchell that the Lunenburg County Multi-Purpose Centre Corporation Board of Directors accepts LCLC Doc. #18-25, Income Statement for June, 2018. Motion Carried.

Draft Audited Financial Statements

The Finance Subcommittee reported that everything appeared to be in order with the Financial Statements.

2018-36 MOVED BY Bill McInnis, SECONDED by Eric Hustvedt that the Lunenburg County Multi-Purpose Centre Corporation Board of Directors accepts the Audited Financial Statements for year ending March 31, 2018, (Doc. #18-28). Motion Carried.

Section 2 of Ad Hoc Committee Report (continued from May/June discussion)

LCLC Document #18-19, circulated in May, was again brought up for discussion on Section 2 - Fundraising Shortfall.

In response to the three questions as to how to deal with the fundraising shortfall - where does the responsibility for the shortfall lie; and what options are recommended - Michael reported that the committee had responded with 6 items.

Wayne read all 6 responses from the Committee and the Board members discussed. It was agreed that the biggest barrier to operations was the 3.6 million dollar shortfall in the capital fundraising (split between each municipal unit). With a Memorandum of Understanding between the municipal units and the fundraising capital arm of the LCLC, operationally it was impossible to raise money for anything but to pay back the municipal units. If the municipal units were to agree to write that amount off as due to them, fundraising at the operational level could happen. This is where the idea of a Legacy Fund comes in.

With the creation of a Legacy Fund, monies raised operationally could still be put into a fund that would help with the future of the facility – repairs and maintenance etc – tangible renovations that benefactors can envision as well as growth related items of the LCLC. Some of the Board members did not see the creation of a Legacy Fund with monies going to future maintenance of the facility as a draw for future benefactors but it was agreed that if the fund was explained in a positive way, people could see the benefit.

The Town had already essentially written off the \$1.8 million that the LCLC still owed but the Municipality of the District of Lunenburg still needed to approve a write off. In order for both

municipalities to officially write off the outstanding capital, the MOU would have to be opened up and changed.

The Board members decided to continue to put this item on the agenda to try and come up with recommendations for a solution.

Chair's Report

Nothing more to report at this time.

The board then moved to an In Camera format to discuss Aquatics Programming, Town's outdoor pool contract and the Corporation Board Self-Evaluation Reports.

2018-37 MOVED BY Bill McInnis SECONDED BY Eric Hustvedt, that the Lunenburg County Multi-Purpose Centre Corporation move to an In Camera format pursuant to Section 22 (2) (c) and (e) of the *Municipal Government Act* to discuss personnel matters. Motion Carried.

At 7:39 pm, the Lunenburg County Multi-Purpose Centre Corporation moved to an In Camera format.

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At 8:18 pm, the Board moved back to the Regular Meeting.

NEXT MEETING

The next regular meeting was scheduled for:

Date: September 20, 2018
Time: 6:00 pm
Location: Meeting Room, LCLC

ADJOURNMENT

The July 19, 2018 meeting of the Board of Directors of Lunenburg County Multi-Purpose Centre Corporation adjourned at 8:20 pm.

Isobel Leslie, Recording Secretary

Wayne Foster, Chair