

Minutes of a Board Meeting of the
Lunenburg County Multi-Purpose Centre Corporation (LCMPCC)
Held in Multi-purpose room, LCLC and remotely via Microsoft Teams.
Tuesday, March 22, 2022 at 6:00 p.m.

Attendance

Municipality of the District of Lunenburg

Councillor Pam Hubley, Chair
Mayor Carolyn Bolivar-Getson (via Teams)
Councillor Reid Whynot
Councillor Chasidy Veinotte (Alternate) (via Teams from 6:02 p.m. to 6:48 p.m.)
Bill Schurman, Director of Recreation, Parks & Tourism
Sandra Challis, Administrative Assistant

Town of Bridgewater

Mayor David Mitchell
Deputy Mayor Andrew Tanner
Councillor Stacey Colwell (Alternate)
Jessica McDonald, Director of Community Development

LCLC

Kent Walsh, General Manager

Regrets

Councillor Jennifer McDonald, Vice-chair
Tammy Crowder, CAO – TOB
Tom MacEwan, CAO - MODL

1. Call to Order

Councillor Hubley called the meeting to order at 5:56 p.m.

2. Information Sharing (Questions by the Board Members and attending members of the public).

None.

3. Approval of Agenda

The agenda was approved as circulated.

2022-23 Moved by Mayor Mitchell, seconded by Councillor Whynot that the agenda be approved as circulated. Carried.

4. Approval of Minutes – February 17, 2022

2022-24 Moved by Mayor Mitchell, seconded by Councillor Whynot that the Minutes of the February 17th, 2022 of the LCMPPC Board meeting be approved as circulated. Carried.

5. Business Arising from the Minutes & Unfinished Business

5.1 MODL Motions re LCLC 2022-23 Capital & Operating Budgets

Correspondence, circulated with the agenda, advised that MODL had approved the LCLC's Capital & Operating Budget for 2022/23.

5.2 TOB Motions re LCLC 2022-23 Capital & Operating Budgets

Correspondence, circulated with the agenda, advised that TOB had approved the LCLC's Capital & Operating Budget for 2022/23.

5.3 Letter to Province re Covid relief funding

The letter to the Premier requesting reconsideration of Covid relief funding for the LCLC, as per motion 2022-16 February 17th 2022 meeting, was circulated in advance of the meeting.

5.4 Strategic Plan Review

The Strategic Plan Review meeting is to be held on Tuesday, April 12, 2022 at 6:00 p.m. at the LCLC. The aim of the meeting will be to check the priorities and to make the document more straightforward and reflect more of the municipal priorities. Jessica McDonald, Director of Community Development for TOB will facilitate the meeting.

5.5 Gym Sub-Committee (Deputy Mayor Tanner)

It was suggested that should a gym be a focus following the strategic plan review that a sub-committee of the Board be formed to follow-up with the YMCA and to bring information forward to the Board. It was noted that neither municipal unit has funds for a gym in their 5-year strategic plans and requesting financial support from Federal/Provincial governments usually requires municipal funding to be provided.

6. Correspondence

None.

7. New Business

7.1 General Manager Q&A

Cost Benefit vs. Marketing Fees – Membership Promotion

Mr. Walsh was requested to do a cost benefit analysis on the recent membership promotion. It was noted:

- Promotion was strategic to coincide with March Break.
- Overall, memberships had increased 20.9%.
- Radio promotion cost approximately \$850.00.
- 750 people had entered the contest.
- September is usually the peak for membership renewals.
- Highest membership totals previously were around 1100.
- The facility had done well with membership retention during the pandemic.

Arena Shut-Down for Energy Project

Mr. Walsh updated the Board on the Energy Project, noting:

- Project due to commence on April 25th.
- Ice due to be removed May 2nd.
- No indication of any foreseeable delays from Gilson.
- Pre-construction meeting to be held on April 21st with Gilson & MCW, with an opportunity for Board members to attend and ask questions directly.
- Contingency plan in place should there be a delay to pump delivery.

Mr. Walsh was requested to check when Chester Castaway's season was due for completion.

Added benefits for Members

Members had been offered free entry to the final Lumberjacks game.

- Promoted via social media and website.
- Unsure of take-up, would try to get final member attendance numbers from Lumberjacks.
- Suggestion to include perhaps 4 annual admissions to Lumberjacks games as part of membership, which could potentially increase the fan base, this could be part of the sponsorship contract with the team.

8. Information/Updates

8.1 [General Manager's Monthly Report](#)

Mr. Walsh reviewed his monthly report, circulated in advance of the meeting. In addition, the following items were discussed:

- Challenges with recruitment of the Marketing position, however, an offer had been made with the hope the person could start immediately.
- Marketing position could develop an events strategy, possible success measures would have to be evaluated.
- Opportunity had been taken to streamline memberships and look into the preferred rate agreements.
- Suggestion of forming a Community Board, comprising of LCLC, Municipal Units, Lumberjacks and Minor Hockey to help organize the Gary Wentzell Tournament in 2023.
- Suggested to include prices for promoted events in social media event postings, and also on the website calendar, so that information is more readily accessible.

- Provincial cheerleading event scheduled for May 14th.
- LCLC considering hosting a Run in August/September. Not able to be included in Run Nova Scotia series but could be listed in the calendar. Michelin Tire Trot scheduled for June.
- Trying to get a Run Club set up, looking for volunteers.
- Easter Market to be held April 9th, at least 10 vendors so far.
- Two bids received on the Dehumidification project; one was \$200,000 more than anticipated. Waiting for confirmation and clarification that the lower bid can meet RFP specifications.

8.2 Aged Receivables

The aged receivables report, circulated with the agenda, was presented.

8.3 Financial Statements

The financial statement for period ending January 31st 2022, circulated with the agenda package and the financial statement for period ending February 28th, 2022, circulated in advance of the meeting were reviewed. The current deficit predicted for year-end was \$368,436, being \$184,218 per unit.

2022-25 Moved by Mayor Mitchell, seconded by Councillor Whynot that the financial statements for periods ending January 31st, 2022 and February 28th, 2022 be received and approved as presented. Carried.

Councillor Veinotte left the meeting.

9. In Camera

2022-26 At 6:48 p.m., it was moved by Councillor Whynot seconded by Mayor Mitchell that the Board go In Camera to discuss the following item(s):

- 9.1 Contract Negotiations under Section (22)(2)(e) of the MGA – Lumberjacks Update**
- 9.2 Contract Negotiations under Section (22)(2)(e) of the MGA – Facility Sponsorship**

The LCMPPCC Board In Camera in session.

2022-27 At 7:34 p.m., it was moved by Councillor Whynot, seconded by Councillor Colwell, that the Board come out of In Camera and return to open session. Carried.

The LCMPC Board in session.

10. Next Meeting – Thursday, April 21, 2022 at 6:00 p.m.

(Note: Strategic Plan Review Meeting, Tuesday, April 12, 2022 at 6:00 p.m. at the LCLC.)

11. Adjournment

2022-28 **There being no further business at 7:35 p.m., it was moved by Councillor Whynot, seconded by Mayor Mitchell that the meeting adjourn. Carried Unanimously.**