

Minutes of a special meeting of the Council of the Municipality of Middlesex Centre held this date at the Municipal Office, Coldstream at 7:00 p.m.

**ATTENDANCE****PRESENT**

Mayor Edmondson  
Deputy Mayor Bannister  
Councillor Filson  
Councillor Brennan  
Councillor Bloomfield  
Councillor Ritchie  
Councillor Berze

**ALSO PRESENT**

Cathy Saunders	Chief Administrative Officer/Clerk
Maureen Looby	Manager, Public Works & Engineering
Jim McConnell	Manager, Planning & Development Services
Greg Watterton	Treasurer/Acting Manager of Recreation and Facility Services
Jim Reeve	Drainage Superintendent
Jim Maguire	Facility Supervisor
Jeff Little	Road Supervisor
Ken Crossan	Road Supervisor
Mauro Castrilli	Transportation Coordinator
Heather Pierce	Public Works and Engineering Assistant
Sue Egles	Inspire Consulting

Mayor Edmondson presided.

The special meeting of Council was called to receive the Fundraising Feasibility Study for the Middlesex Centre Community Wellness and Recreation Centre; to receive information from the Public Works and Engineering Department regarding the proposed Denfield Operations Centre Project and to discuss and decide as to the next steps with respect to the Community Wellness and Recreation Centre Project.

The reporters from the Strathroy Age and Middlesex Banner were in attendance.

**ADDITIONS TO THE AGENDA**

None were brought forward any of the members.

**DECLARATION OF PECUNIARY INTEREST**

None were disclosed by any of the members.

COUNCIL RECESSED AT 7:02 P.M. FOR COURT OF REVISION

COUNCIL RESUMED AT 7:20 P.M.

**STAFF REPORTS****1. CORPORATE SERVICES DEPARTMENT****1.1 Clerk****1.1.1 Presentation of Fundraising Feasibility Study – Inspire**

Sue Egles of Inspire provided Council with an overview of the results of a Fundraising Feasibility Study that has been

undertaken for the Community Wellness and Recreation Centre. She indicated that the purpose of the Study was to:

- Access the willingness and ability of the community to support a fundraising campaign for this Project
- Access the climate for fundraising at this time
- Identify key issues which might impact on the Capital Campaign
- Identify the potential level of volunteer interest and prospective leadership for the Campaign
- Identify possible sources for larger gifts
- Determine the appropriate structure for the Campaign

Ms. Egles indicated that from Study the following themes emerged:

- The Project is seen by the public as a Kilworth-Komoka Project
- Individuals, businesses and community groups from Kilworth-Komoka were willing to help and support the Project
- 84% of the interviewees agreed that the Project is needed
- Interviewees expressed some concern with the current economic times
- 62% of those interviewed indicated they would help with fundraising
- 75% of those interviewed indicated that they would give to fundraising
- Nearly everyone interviewed indicated that they felt that naming/dedication opportunities should be incorporated into the fundraising plan
- Most of those interviewed felt that a \$3 million fundraising target was not attainable and that a lesser amount would be more appropriate

Ms. Egles provided the following recommendations:

- Proceed with a \$1.5 million campaign
- Campaign co-chairs from Kilworth-Komoka should be sought
- A core campaign team made up of 15 to 20 people from Kilworth-Komoka should be established
- 5 to 10 additional campaign champions from other areas of the community should be sought
- A strong communications and marketing plan should be established
- A business plan should be prepared
- Sponsorship and naming opportunities for contributions of \$25,000.00 or more should be considered
- A three to five year pledge period for donors should be considered
- Endorsement/testimonials from various user groups should be sought

Ms. Egles indicated that the next steps in the process are as follows:

- Prepare a detailed campaign plan
- Prepare campaign communications material / communications plan
- Prepare a donor recognition plan
- Staffing for the campaign – 2 full time staff

- Recruit volunteer leadership
- Cultivation of top potential donors should be undertaken

Deputy Mayor Bannister questioned what feedback had been received from those interviewed with respect to the change in budget from \$15 million to \$22 million. Ms. Egles indicated that her information was based on \$15 million, however through a proper communication plan that explains to the public why the budget has changed, she did not believe there would be a major issue in this regard.

Councillor Filson questioned if the consultant had experience dealing with proposals for in kind donations, rather than money donations. Ms. Egles indicated that she has and it is a difficult situation given that construction is undertaken by a general contractor that submits a tender with all components included. She indicated it is difficult to accept in kind gifts under circumstances where a public tendering process must be undertaken.

Councillor Ritchie questioned the geographic location of the individuals that were interviewed. Ms. Egles indicated that approximately 80% of those interviewed were from the Kilworth-Komoka area with the remaining 20% from the remainder of the community.

Ms. Egles noted that it is important that a clear and consistent message is given to the public regarding this Project and that it would be difficult to undertake the Project without a clear commitment to complete the Project.

Mayor Edmondson thanked Ms. Egles for her presentation.

## 2. **PUBLIC WORKS AND ENGINEERING DEPARTMENT**

### 2.1 **Update on Denfield Operations Centre Project**

Maureen Lobby, Manager of Public Works indicated that staff of the Public Works and Engineering Department and Planning and Development Services Department are currently undertaking the preparation of a Request for Proposal document to retain a consultant to undertake an design-build process for both the Delaware Operations Centre expansion and the Denfield Road Operations Centre construction.

Mauro Castrilli, Transportation Coordinator reviewed the process to date providing concepts of the proposed two facilities.

Councillor Filson asked if any solutions were being suggested to address potential issues with the Design-Build process. Jim McConnell, Manager, Planning and Development Services indicated that many of the issues can be addressed by ensuring that the Request for Proposal is detailed and complete providing the expectations of what is expected to be included in the building of the structures. He indicated that a clear, detailed Request for Proposal will leave little room for questions or misinterpretation later.

Deputy Mayor Bannister expressed concern with the number of heated bays that were being proposed.

Mauro Castrilli indicated that it is a health and safety issue and the need to have the equipment heated for maintenance work being undertaken in the winter months.

Councillor Filson suggested that the Request for Proposal be submitted to additional firms to those that had been prequalified under previous projects.

Jim McConnell confirmed that it was staff's intent to forward the Request for Proposal to more than the eight firms previously prequalified.

Councillor Filson asked how the future operational costs will be evaluated.

Jim McConnell suggested that the Request for Proposal include a requirement for the bidder to include estimated operating costs for the buildings in their proposal.

### 3.0 **RECREATION AND FACILITY SERVICES DEPARTMENT**

#### 3.1 Community Wellness and Recreation Centre

Councillor Brian Ritchie, Chair of the Building Committee for this Project indicated that the Building Committee is seeking a decision from Council to proceed with the next steps in this Project. He reviewed the four options available to Council which included: terminate investigation into the Wellness/Recreation Centre; revisit the preliminary design with instructions to add or delete components; provide direction to build the Wellness and Recreation Centre, including tendering and awarding the contract to construct; provide direction to proceed to the final design and tendering documents, but request further direction from Council prior to tendering the Project.

Councillor Frank Berze, member of the Building Committee provided information pertaining to the costs to construct a pool in response to comments received from the public. He indicated that the information he obtained is from the recent Strathroy Caradoc Aquatic Facility proposal. He indicated that based on this proposal the cost to construct a pool is approximately \$9 million.

After some discussion, it was the consensus of Council to not proceed with a pool as part of the Wellness and Recreation Centre project. It was acknowledged however that there will be sufficient room on the site to accommodate a pool in the future should one be warranted.

Councillor Berze also reviewed some preliminary numbers obtained from other projects with similar facilities with respect to potential operating costs for the Centre in the future.

Councillor Filson expressed concern that a Business Plan for the long term operations of the proposed facility should be undertaken and reviewed by the Municipality's auditor prior to direction being given to tender for the construction of the Project. Other members of Council also agreed that a Business Plan should be undertaken and reviewed by Council prior to the Project being tendered.

It was the consensus of the majority of Council that the architect should be directed to continue with the detailed design of the facility based on a two pad arena, fitness centre, gymnasium, library and multi-purpose rooms and to prepare the necessary construction drawings for tendering purpose, but that the project not be sent out for tender until Council has had an opportunity to review the Business Plan and the outcome of the Build Canada funding application is received.

Council also gave direction to staff to prepare and circulate a Request for Proposal to have a detailed campaign plan, campaign communications material/communications plan, donor recognition plan as recommended by Inspire.

The Building Committee is to continue to meet with user groups to obtain a better understanding and commitment to ice usage at the facility and to determine how the fitness centre and gymnasium is to be operated.

Resolution #2009/103

Moved by John Brennan

Seconded by Ken Filson

THAT the Community Wellness and Recreation Centre Building Committee be directed to retain the firm of Cornerstone Architecture Incorporated to continue with the Schematic Design Phase, Design Development Phase, Construction Document Phase of the Project and to report back to Council with a Business Plan for the long term operations of the facility prior to a decision being made to tender the Project for construction.

- Carried -

**CONFIRMING BY-LAW**

1. Resolution # 2009/104

Moved by Clare Bloomfield

Seconded by John Brennan

THAT By-law Number 2009-039 being a By-law to confirm the proceedings of the Council meeting held on May 13, 2009 be approved and that this constitutes the first, second and third reading and By-law Number 2009-039 is hereby enacted.

- Carried -

**ADJOURNMENT**

There being no further business, this meeting of Council adjourned at 11:00 p.m. to meet again on Wednesday, May 20, 2009 at 7:00 p.m.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CLERK