



TOWNSHIP OF NORTH HURON

REPORT

Item No. 2022-03

REPORT TO: Reeve Bailey and Members of Council
PREPARED BY: Carson Lamb, Clerk
DATE: 17/01/2022
SUBJECT: CL-2022-03 Draft Terms of Reference for Fundraising Committee for the North Huron Museum Relocation Capital Project
ATTACHMENTS: Draft Terms of Reference, Committee Appointment Policy (By-law 54-2015)

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby receives the report of the Clerk, dated January 17, 2022 regarding a Draft Terms of Reference for a Fundraising Committee for the North Huron Museum Relocation Capital Project, for information purposes;

AND FURTHER, THAT Council approves the Terms of Reference for a Fundraising Committee for the North Huron Museum Relocation Capital project with a goal of \$420,000, as presented;

AND FURTHER, THAT Council authorizes the Clerk to proceed with the recruitment process for Volunteer Committee Members in accordance with the requirements of the Township of North Huron Committee Appointment Policy.

EXECUTIVE SUMMARY

On February 4, 2019, a delegation of residents presented a proposal indicating that they would provide volunteer assistance and undertake fundraising efforts to reduce the costs associated with relocating the North Huron Museum to the former train station. Following the presentation, Council passed the following motion:

M66/19

MOVED BY: T. Seip

SECONDED BY: P. Heffer

THAT the Council of the Township of North Huron hereby receives the presentation from Doug Kuyvenhoven regarding the relocation of the North Huron Museum to the former train station for information purposes;

AND FURTHER that Council directs staff to prepare a draft Terms of Reference and a draft by-law to establish a North Huron Museum Committee for Council's consideration at a future meeting.

CARRIED

A Terms of Reference document was developed for a North Huron Museum Committee and was adopted by by-law (By-law No. 51-2019) at the May 21, 2019 regular meeting of Council. The Terms of Reference required the Committee to develop a proposal, including a work plan that included a Project Plan, Operational Plan and Fundraising Plan.

A formal solicitation process was undertaken to recruit members of the public to the Committee and Committee Member appointments occurred on July 15, 2019. The Committee met from August 22, 2019 until June 10, 2021 and presented their proposal at the October 18, 2021 regular meeting for Council's consideration.

At the November 10, 2021 Special Council meeting, the following resolution was adopted in regard to the proposal:

M403/21

MOVED BY: P. Heffer

SECONDED BY: C. Palmer

THAT the Council of the Township of North Huron hereby accepts the proposal of the Museum Committee and directs staff to proceed with next steps in the process.

For (4): B. Bailey, P. Heffer, R. McBurney, and C. Palme

Against (1): K. Falconer

CARRIED (4 to 1)

In accordance with resolution M403/21, the next step in the process is to establish Terms of Reference for a Fundraising Committee for the North Huron Museum Relocation Capital project.

DISCUSSION

A draft Terms of Reference document has been developed in accordance with the Township of North Huron Committee Appointment Policy (By-law No. 54-2015) and Section 5.8 (Committees) of the Township's Procedure By-law. The draft Terms of Reference is attached to this report for Council's consideration. Notable provisions of the proposed Terms of Reference are explained in detail below:

Mandate:

The Fundraising Committee for the North Huron Museum Relocation Capital Project will be responsible for the raising of funds necessary to support the capital and relocation expenditures required to prepare the former train station facility for operation as a North Huron Museum. The purpose of the Committee is to plan, coordinate, implement, and evaluate fundraising activities in support of the project.

As part of the Committee's mandate, the Committee will be required to develop a Fundraising and Donorship Recognition Strategy prior to any fundraising activities commencing. The Fundraising and Donorship Recognition Strategy will (1) explain how the Committee plans to: coordinate, implement, and evaluate fundraising activities in support of the project, and (2) explain how the Committee will recognize and acknowledge donors to the project. The Fundraising and Donorship Strategy shall be presented to Council for approval.

Fundraising Goal:

The goal of the Fundraising Committee will be to raise \$420,000 to support the capital and relocation costs identified in the North Huron Museum Committee Final Report/Proposal accepted by Council on November 10, 2021. As noted in the Terms of Reference, this fundraising goal has been increased from the original \$338,075 noted in the Final Report/Proposal to align with the increase in materials and construction costs being experienced.

In addition to the expenditures noted in the Final Report/Proposal, the initial \$20,000 in funds raised will be specifically earmarked for advertising, mailouts, and promotional initiatives of the Fundraising Committee. The remaining \$400,000 raised will fund the capital and relocation costs. This will ensure that any advertising, mailout, and promotional costs are not paid for through taxation.

Committee Composition and Role of Council Representative:

The Fundraising Committee will be comprised a minimum of five (5) members, including one (1) representative of the North Huron Council. Additional Committee members can be appointed at the discretion of Council.

Importantly, the Terms of Reference specify that the representative of the North Huron Council shall not be directly involved in the implementation of fundraising activities and will primarily serve as a liaison between the Committee and Council. In other words, the Council Representative will be tasked with keeping Council informed on the status and fundraising efforts/activities of the Committee but will not be involved in the “door-to-door fundraising efforts”.

Appointment Process and Selection Criteria:

The Volunteer Committee Member appointment process will occur as set out in the North Huron Committee Appointment Policy (By-law No. 54-2015). Schedule “A” of the Terms of Reference includes the required selection criteria prepared by the Staff Review Team based on the specific expertise needed by the committee and the need to reflect the community. As Council is aware, an evaluation of all applications will be conducted by a Staff Review Team based on these criteria and will be presented to Council in a closed session meeting.

Remuneration:

No compensation shall be provided to Volunteer Committee Members of the Fundraising Committee for their participation.

Term of Office:

As an Ad Hoc Committee of Council, Council shall dissolve the Fundraising Committee, by resolution, when the mandate has been met or at any other time that Council deems it appropriate. However, it is important to note that due to the 2022 municipal election, the Committee will automatically dissolve at the end of the term of the 2018-2022 term of Council (November 14, 2022). Should the fundraising goal of the project not be met by that date, it will be at the discretion of the 2022-2026 Council as to whether the Fundraising Committee is re-appointed.

Township Resources Available to the Committee:

Due to the nature of the Committee’s mandate, the Director of Finance/Treasurer will provide support, advice and expertise to the Committee. Importantly, the Director of Finance/Treasurer will administer funds and will issue tax receipts for donations above twenty-five dollars (\$25). The Director of Finance/Treasurer will also be responsible for any reporting requirements associated with the raising of funds as per North Huron by-laws, policies, and any other applicable legislation. All funds will be identified in any monthly/quarterly financial analysis reporting on a “to-date” basis. A Recording Secretary will also be selected by the Clerk to fulfill Recording Secretary duties of the Committee.

As for financial resources, no other public funds have been allocated to the Fundraising Committee (other than staff time). Any Committee request for financial resources will be presented by the Director of Finance/Treasurer for Council’s consideration.

Frequency of Meetings:

Committee meetings will be held on an as-needed basis. The day of the week and time of the meetings will be decided by the Committee (by resolution) at their first meeting. It is fully anticipated by staff that once a Fundraising and Donorship Recognition Strategy has been approved by Council, the Committee will only need to meet periodically for evaluating fundraising initiatives.

FINANCIAL IMPACT

As per North Huron’s Committee Appointment Policy, minimal costs will be incurred by the Township for the recruitment advertisements in local newspapers. Remuneration would also be paid out for the Council Member Representative’s attendance at Committee meetings.

As for completing the mandate of the Fundraising Committee, there will be no financial impact to the Township beyond the staff resources identified in the Terms of Reference. All costs associated with the advertising, mailouts, and promotional efforts of the Committee will be paid for through fundraising dollars to ensure there is no impact on taxation.

FUTURE CONSIDERATIONS

By-law No. 06-2022; being a by-law to adopt Terms of Reference for the Township of North Huron Fundraising Committee for the North Huron Museum Relocation Capital Project, is included in the January 17, 2022 package for Council’s consideration. Due to the time sensitivity in recruiting Committee Members so that fundraising can occur, it is recommended that By-law No. 06-2022 be adopted at the January 17, 2022 regular meeting and that the Clerk be directed to proceed with the recruitment process for Volunteer Committee Members.

If Council is accepting of this recommendation, the evaluation of all applications will be conducted by a Staff Review Team based on these criteria and will be presented to Council in a closed session meeting on February 7, 2022. This would allow for appointments to occur by by-law at the February 22, 2022 regular Council meeting.

RELATIONSHIP TO STRATEGIC PLAN

As this report stems from direction provided by Council through motion M403/21, no consideration was given to the 2020-2023 North Huron Strategic Plan.



Carson Lamb, Clerk



Dwayne Evans, CAO