
PARKS, RECREATION & CULTURE
SPLASH PAD DEVELOPMENT AD HOC COMMITTEE MINUTES

Tuesday, April 3, 2024 | 4:00pm
P & H Centre | Boardroom

MEMBERS PRESENT Marion Massaloup | Dave Hocking | Rachel Thomas | Annette Haverson | Carl Eastman

OTHERS PRESENT Laura Christen | Lyndsay Regier

REGRETS Marylou Kormann | Mark Ebert

1. **DISCLOSURE OF PECUNIARY INTEREST** – Nil.
2. **ADOPTION OF March 12, 2024 SPLASH PAD DEVELOPMENT AD HOC COMMITTEE MINUTES**
Moved by A. Haverson | Seconded by C. Eastman
THAT the minutes of the March 12, 2024 regular meeting be approved as printed and circulated. CARRIED.
3. **KEEP ON AGENDA ITEMS:**
 - 3.1 Major Fundraising Event/Dance
 - 3.2 Local Bank Fundraising event (match up to \$3,000) – Committee members discussed having a kids dance in June. Committee members will continue to look at possible locations and dates for the dance.
4. **ITEMS FOR DIRECTION | DISUCSSION**
 - 4.1 **Project Update** | The engineering report relating to costs and considerations for both site options remains forthcoming.
 - 4.2 **Marketing Material:**
 - 4.2.1. Financial Term Contract Draft attached for review and feedback – Committee members were provided with financial term contract to review. Minor changes were required to update the contract. Will make updates and proceed with document for incoming pledges.
 - 4.2.2. Trifold Brochure – Committee members were provided trifold brochure for review. Minor changes were required and will proceed with printing.
 - 4.2.3. Sign Holder Content – forthcoming
5. **FUNDRAISING CAMPAIGN**

- 5.1 Quiet Phase update - Committee members discussed next steps in the quiet phase and when to go public. Committee members reviewed list of additional businesses to approach with donation packages.
- 5.2 Lead Donors | Targeting and scheduling asks - Will proceed with getting donation pictures to include in newspaper and on social media.
- 5.3 Public Campaign
 - 5.3.1. Launch May 4 & 5 Home & Garden Show – Discussed shift coverage for the Home & Garden show.

6. ROUNDTABLE – Nil.

7. NEXT MEETING – Wednesday, May 1, 2024 | 4:00pm

8. ADJOURNMENT
Moved by A. Haverson | Seconded by C. Eastman
THAT the meeting by adjourned at 6:15pm. CARRIED.