



Corporation of the City of St. Catharines
WELLAND CANAL FALLEN WORKERS MEMORIAL TASK FORCE MEETING

Wednesday, Sept 4, 2013

3pm to 4:30pm

St. Catharines City Hall, 50 Church Street: CR # 1 , Third Floor

MEETING NOTES

Present: Mayor Brian McMullan
Mayor Badawey, Port Colborne
Malcolm Allen, MP
Rick Dykstra, MP
Rob D'Ambroise, Rick Dykstra's Office (conference call)
Dave Schulz, Regional & Municipal Affairs Liaison, Rick Dykstra's Office
Councillor Bruce Timms
Maggie Riopelle, EA Mayor McMullan
Kathleen Powell, Supervisor of Historical Services, City staff
Rebecca Cann, Cultural Supervisor, City staff
Sheri Laekeman, President, UNIFOR 4212
Gerry Miele, President, CAW Local 4211 (conference call)
Patrick Little, lawyer & heritage advocate

Regrets: Mayor Barry Sharpe, Welland
Mayor Ted Luciani, Thorold
Councillor Bruce Williamson
Karen Moncur, Rick Dykstra's Office (conference call)
Lisa Bastien, Malcolm Allen
Jim Given, Executive VP, Seafarer's International Union
Mark Cherney, Business Representative, IBEW Local 303
Arden Phair, retired city curator & historian

Welcome and introductions ~ Rick Dykstra

- **Review of Aug 6 meeting notes**

- All in favour
- Carried

1. Fundraising Update ~ Dave Schulz

- Mayor Sharpe provided background on Welland's Memorial to Canal Workers provided from 2001
- Total budget was \$268,000: Millenium grant \$76,000, fundraising goal \$100,000 with City of Welland providing \$100,00 for site preparation
- See appendix, *Fundraising Plan, Sept 4*
- \$450,000 is budget determined based on application for \$150,000 Legacy funding
- Several targets established per sector (public, private, corporate)

Motion for next steps

- \$450,000 budget established
- Proceed with application process, 3 sites shortlisted
- 4 municipalities will assist financially to a maximum of \$8,000 in total, each seeking council support through a resolution
- Circulate motions in tandem to other Regional municipalities and to the Region requesting their support
 - All in favour
 - Carried

2. Communication ~ Maggie Riopelle

- Webpage on St. Catharine website has been designed and is live
- <http://www.stcatharines.ca/en/governin/Fallen-Workers-Memorial.asp>
- Content: background, committee constitution, minutes, article by Arden Phair, list of fallen workers as well as “How to Help”

Motion to solicit donations payable to City of St. Catharines, with tax receipts to donors

- All in favour
- Carried

Action

- Maggie to edit the webpage to make “How to Help” more prominent and efforts will be made to make public aware of this opportunity

3. Project timelines ~ Rebecca Cann

- See appendix: *Project timeline, draft 1*
 - Gant chart, Design Overview, Detailed Design Deadlines
- Committee held extensive discussion on merits and limitations of Expression of Interest, Call for Design and RFP processes as they pertain to the timeline of the funding application, number of submissions from artists, shortlisting and paying for further design work, quality of work from the chosen artist
- Proposed tender for design process outlined in Gant chart estimates the design to be chosen in Spring/Summer 2015 which needs to be shortened to Spring/Summer 2014
- Therefore, the Committee determines that the prescribed process needs to be amended
- The process chosen must respect the integrity of the Heritage Canada funding guidelines and be aligned with the timeline of the funding application
- Mayor commits to engaging the appropriate staff resources required to draft an RFP which would meet the City’s procurement policy and help to achieve timelines

Motion to adapt a hybrid process from above:

- *Expression of Interest to be drafted requiring; resume, photos of past work, letter of interest from each artist*
- *Terms of reference will include a site, budget figure*
- *Selection Panel will shortlist to 3 artists*
- *\$2,500 will be paid to each of those artists to create a more formal design*
- *Selection Panel will make a recommendation*
 - All in favour
 - Carried

Action:

- *Rebecca Cann to send out press release, call for membership for Selection Panel with revised dates on Sept 5*
- *Rebecca to revise the project timeline with the new hybrid process approved by Committee*

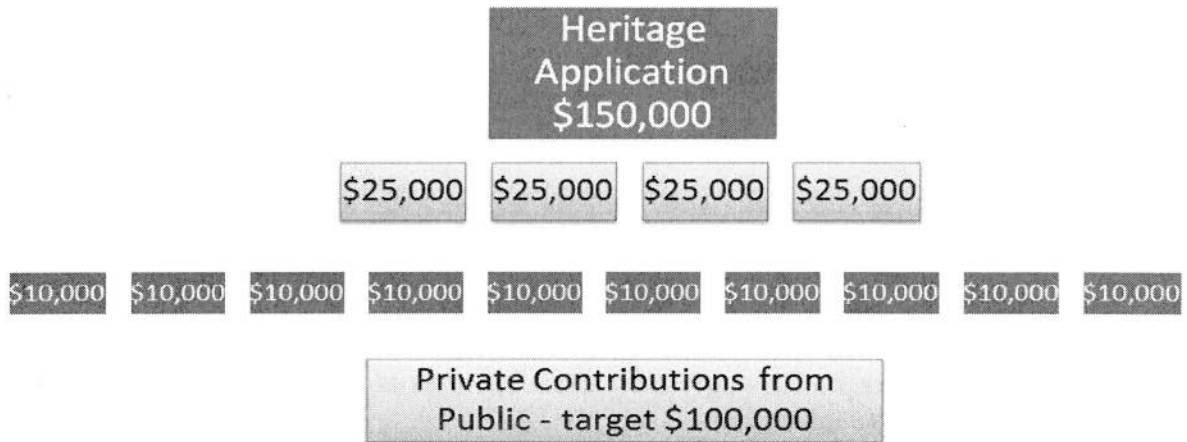
4. Site Selection Update ~ Bruce Timms

- Bruce requests Federal assistance from MPs to communicate with the Ministry of Transportation to facilitate any need to extend land leases to the city, if required, for the chosen monument site

Adjourned 4:50 pm

Next meeting: Tuesday, September 17, invited Community Partners
3pm to 4:30pm
Committee Room 1
St. Catharines City Hall

Welland Canal Fallen Workers Memorial: Draft Fundraising Model
Sample based on \$450,000 Monument Budget



A) Government & Corporate \$250,000

1. Heritage Application - 1/3 of total Project Budget
2. Target 3 Corporate Sponsors - \$25,000 each

B) Public Sector Organizations \$100,000

1. Unions and Community Organizations - Ten Sponsors at \$10,000 each

C) Public Private Contributions \$100,000

1. Contributions through web site
2. Other options such as bricks with contributor name

Fundraising Roadmap

1. Loose parameters for a working budget should be determined based on a finalized site location. 3 budgets should be drafted to ensure any variation in actual fundraising can be easily accommodated. This should include individual goals for various points of funding under the following headings: corporate and government bodies, public sector organizations, and public/private contributions.
2. Initial fundraising efforts must begin early to fund the initial design drafting. Fundraising efforts would need to yield \$6,000 - \$7,500 to fund 3 shortlisted candidates (based on an expense of \$2,000 - \$2,500 per candidate)
3. Once a design has been drafted and agreed upon, local fundraising will become the focus of the entire taskforce and its subcommittees. The taskforce in conjunction with both Legacy Fund community partners will work to manage all involved community organizations.

Fundraising Strategy

The taskforce should offer various sponsorship levels with added benefit associated with each level. Possible benefits could include a plaque on the monument displaying contributing organizations; providing the public with an opportunity to purchase a brick with the contributor name inscribed; a role at the unveiling ceremony upon completion etc.

The taskforce should also work closely with the St. Catharines Standard, CKTB, and other local media outlets to ensure the public is aware of the fundraising campaign.

Government & Corporate

1. The taskforce should target 3 corporate sponsors at a specified level of contribution (\$25,000 in sample model).
2. The Heritage Canada Legacy Fund application should request 1/3 of the total project budget (\$150,000 in sample budget).

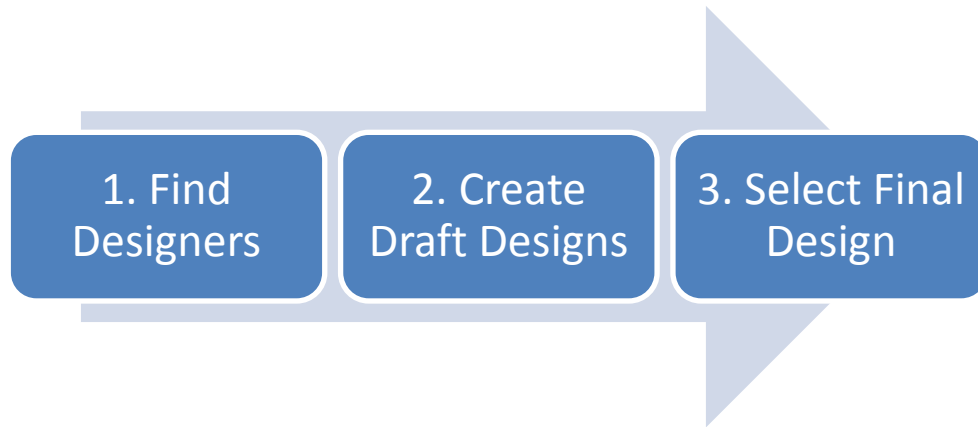
Public Sector Organizations

1. The taskforce should target a number of public sector organizations such as community or labour organizations at a specified level of contribution (\$10,000 each in sample model).

Public/Private Organizations

1. Both Legacy Fund community partners should take leading roles in the logistics of the public fundraising campaign with support from the taskforce.
2. In-person and online payment options should be explored and implemented at all taskforce member and community organization points of access including labour organizations, involved municipalities, and community organizations.

Welland Canal Fallen Workers Memorial: Design Development Overview



PHASE 1

1. Establish Selection Panel
2. Draft and Release Call for Expressions of Interest
3. Review submissions and references, interview artists
4. Select 4 designers

PHASE 2

1. Finalize Call for Design
2. Designers present draft ideas to Panel
3. Technical review of designs
4. Designers finalize Draft Designs

PHASE 3

1. Designs made public and feedback sought (non-competitive)
2. Selection Panel makes recommendation based on Call Selection Criteria, project conditions, and public input

See Project Timelines for further details and timing.