



Minutes

Meeting: Welland Canal Fallen Workers Memorial Task Force
Location: Committee Room 1
Date: Thursday, September 11, 2014
Time: 3pm to 4pm
Recording Secretary: Julie Hughes

Meeting Attendees:

Invited	Name	Title	Representing
Present	Brian McMullan	Mayor	St. Catharines
	Rick Dykstra	MP	St. Catharines
	Bruce Williamson	Councillor	St. Catharines
	Dave Schulz	Reg & Mun Affairs Liaison, R Dykstra	St. Catharines
	Rebecca Cann	Cultural Planning Supervisor	St. Catharines
	Maggie Riopelle	EA, Mayor McMullan	St. Catharines
	Bob Sears	President	Cdn Canal Society
	Sheri Laekeman	President	UNIFOR 4212
	Kevin Vallier	Consultant	St. Catharines
	Gerry Miele	President	CAW Local 4211
	Chris Grawey	Member	IBEW Local 303
Regrets	Barry Sharpe	Mayor	Welland
	Vance Badaway	Mayor	Port Colborne
	Ted Luciani	Mayor	Thorold
	Bruce Timms	Councillor	Niag Region
	Karen Moncur	EA, Rick Dykstra	St. Catharines
	Lisa Bastien	CA, Malcolm Allen	Welland, St C
	Kathleen Powell	Supervisor, Historical Services	St. Catharines
	Patrick Little	Lawyer	St. Catharines
	Jim Given	Executive VP	Seafarer's IU
	Mark Cherney	Business Manager	IBEW Local 303
	Jeff Burch	Executive Director	Folk Arts
	John Armstrong	Executive Member	Welland Canal Foundation
	Rob D'Amboise	Parliamentary Assistant, R Dykstra	St. Catharines

Welcome from the Chair: Rick Dykstra at 3:05

Agenda Items and Deliverables

1. Approval of Minutes from Previous Meeting:

Thursday, June 26, 2014

- All approved
- Carried

2. Fundraising Sub Committee, Dave Schulz

i) Action, Rick Dykstra

- Rob D'Amboise will be on leave from the Task Force and will be replaced by R. Dykstra's office in near future

ii) Action, Kevin Vallier

- Will draft standard response in several forms for various levels of sponsorships and for regular donors, and circulate thru the Task Force

iii) Action, Dave Schulz

- See appendix 2.1, Fundraising Plan March 2014
- Fundraising Committee will work back from 2017 installation and edit timeline
- Reconvene with Grant LaFleche to update him on progress of project
- Contact the two community partners (Folk Arts and Welland Canal Foundation) to request representation at meetings

iv) Information Item, Chris Grawey

- IBEW executive is interested in developing a supplementary fundraising strategy for their own membership

Motion, Mayor McMullan

- *That the Canadian Canal Society be recognized as the third community partner on the task force, citing Bob Sears' consistent attendance and interest in the memorial project*
- All in favour
- Carried

3. Design Sub Committee, Rebecca Cann

i) Information items

- Staff and Seaway met with designers on site last week to review site
- All recognized the importance of having a visual connection between the site and the canal, and a berm between site and road
- Submissions will not have a complete parkette design
- Budget will assume a 3% per annum increase
- Ongoing discussion with the Greater Niagara Circle Route

Agenda Items and Deliverables

ii) Request for extension of one month for design submissions

- See appendix 4.1, Options for timing re: Design Selection

Motion, Bruce Williamson

- *That the request for a month long extension (from the original date of Nov 26, 2014) be adhered to as originally scheduled*
- All in favour
- Carried

4. Communication Sub Committee, Maggie Riopelle

Action item, Communications and Fundraising

- Meet to discuss communications formatting, content and timelines

Action items, Communications

- Draft standardized presentation piece
- Design sponsorship package (brochure)
- Plan media kick off for fundraising when design finalist is announced

5. Research and Interpretation, Rebecca Cann for Kathleen Powell

Information Item:

- Portable hard drive purchased to secure research information

6. New Business, Bob Sears

- A Phair continues to make presentations to several historical societies on the memorial project

7. Next Meeting: date to be circulated at later date

Attachments:

- ✓ **2.1 Fundraising Plan, March 2014**
- ✓ **4.1 Options for timing re: Design Selection**

Fundraising Avenues to be Pursued

Corporate, Service Organizations and Small Businesses - Direct Asks

- Potential donors to be researched and appropriate ask level identified
- Sponsor Packages to be developed and sent out
- Appropriate Task Force members identified to follow up with leads (see page 2)

Media Outlets

- Continue to offer periodic updates on fundraising efforts and mention major sponsors as they commit to contributions
 - The St. Catharines Standard, Niagara this Week, The Welland Tribune, CKTB etc.

Welland Canal Program Booklet

- Will include historical photos, the history of canal, and the names of those who had fallen
- Will provide advertising opportunity for larger sponsors
- Target date for booklet to be made available would be 100th anniversary of first death of worker (July 24, 2014)

Memorial Construction

- The inclusion of names of all major sponsors on or near the monument (see page 3)
- Explore the option of including names of other fallen workers inscribed in memorium as a donation strategy

Donation Point of Access

- Taskforce members to make available a mechanism to accept in-person or mailed donations at their location, with all payments to be made out to City of St. Catharines
- All taskforce members to make the Welland Canal Booklet available at their respective locations
- All taskforce members to include a donate button through paypal on their website where possible

PayPal

- A central account would be opened by the City of St. Catharines with corresponding access points put in place on all taskforce members' website. (where possible)
- The municipality has access to the non-profit rate offered by PayPal: 1.9% + \$0.30 (\$2.20 per \$100.00)

Crowdsourcing

- Will explore indiegogo.com as a means of generating broader investment – to be timed with major project announcement, tbd

Taskforce Responsibilities

Federal Government (\$150,000)

- City of St. Catharines staff to develop grant submission in consultation with Task Force with full support of MPs Rick Dykstra and Malcolm Allen

Corporate Sponsors (\$100,000)

- The four canal corridor Mayors (St. Catharines, Thorold, Welland, and Port Colborne) will source four corporate sponsors at \$25,000 (\$25,000 x 4)

Public Sector Organizations (\$100,000)

- The remaining ten private members of the taskforce will be responsible for sourcing ten community organization sponsors and includes: Bruce Timms, Bruce Williamson, Gerry Miele, Jim Given, Mark Cherney, Patrick Little, John Armstrong, Jeff Burch, Arden Phair, Sheri Laekeman. (\$10,000 x 10)

Public-Private Contributions (\$100,000)

- The taskforce will approach the canal corridor municipalities including the regional municipality with a total target funding of \$50,000
 - Preliminary ask will be in the fall of 2013 for \$2,000 from each Canal community, to cover design development costs
 - The City of St. Catharines will take the lead on the direct public sales and fundraising efforts including those payments made via Paypal with a total target funding of \$50,000.
-

Sponsor Packages

Platinum Sponsor - \$25,000

- Prominent mention at a permanent location on or near the Memorial
- Special mention and opportunity to speak at the groundbreaking and unveiling ceremonies.
- Company logo and name on primary webpage and on all online PayPal points of access
- Premier full page advertisement in the Welland Canal Booklet
- Special mention in local print media

Gold Sponsor - \$10,000

- Inclusion of your name at a permanent location on or near the Memorial
- Mention at the groundbreaking and unveiling ceremony as a project contributor
- Mention on primary webpage and all online PayPal points of access
- ½ page advertisement in the Welland Canal Booklet

Silver Sponsor - \$5,000

- Inclusion on a displayed list of contributors at the unveiling ceremony
- Mention on primary webpage
- 1/3 page advertisement in the Welland Canal Booklet with company logo

Bronze Sponsor - \$2,500

- Mention on primary webpage
- ¼ page advertisement in the Welland Canal Booklet with company logo

Basic Sponsor - \$1,000

- Mention in the Welland Canal booklet

**Welland Canal Fallen Workers Memorial
Options for Timing re: Design Selection**

Sept 11, 4.1

Current Time Frame (in RFP)

**With Design Deadline
extended**

Issue Date	Wednesday, July 30, 2014	30-Jul-14
Site Visit	Between July 31 – August 22, 2014	5-Sep-14
Last Date for Questions	Friday, September 19, 2014	19-Sep-14
Proposal deadline	Wednesday, November 26, 2014	16-Jan-14
Technical review		by February 8
Interviews	Between December 8 - 12, 2014	by February 15
Selection Panel recommends design	by Dec 15	by February 18
Task Force approval of final design	by Jan 6	by February 30
Report presented to City Council with final recommendation	Feb-15	Mar-15
Contracting of Artist/Design Team	March/April 2015	April/May
Stakeholder Consultation	Spring/Summer 2015	
Design Development	Summer/Fall 2015	
Design Approval	Jan-16	
Memorial Fabrication	2016	
Memorial and Parkette Installation	April - June 2017	

Task Force meeting for design review must be between Dec 15, 2014 - Jan 6, 2015

Task Force will reconvene under new Council in February 2015

Question: Should current or future Task Force make design recommendation to Council?