

Meeting Notes
Spectator Facility Fundraising Advisory Committee

Monday, September 10, 2012.

1:00-2:30pm

Recreation and Community Services – 320 Geneva St - Conference Room

Attended:

Mayor Brian McMullan

Councillor Matthew Harris

David Oakes, Director of Economic Development & Tourism Services (EDTS)

John Sim, Manager of Accounting and Payroll (FMS)

George Darte, Community

Mark Cherney, Community

Mick Wolfe, Community

Rick Woodward, Community

Kyle Canter, Superlative - via Conference Call

Leanne Mitchell, Administrative Support, RCS

Leanne Kurek, Administrative Support, Mayor's Office

Regrets:

Rick Lane, Director of Recreation & Community Services (RCS)

John Bragagnolo, Community

Meeting Notes

1. Welcome – George Darte, Chair
2. Approval of Meeting Notes from August 20, 2012.
 - i. Approved
3. General Discussion Items:
 - a. Naming Rights
 - i. Superlative and the Committee are to work as a unified front when contacting donors. They have never been in the situation where someone else sold the naming rights.
 - ii. If a committee member has a lead or contact they are to let Superlative know so they can work together.
 - iii. Process for approaching companies – Phase 1 – evaluation of companies, Phase 2 – sales calls and vet list with city and committee members. Superlative to have a board member endorse the project and bring to the CEO.
 - iv. Determining the quality of giving from a potential donor – Superlative has a software which has the financial details of companies and corporations (overall revenue). There is a lot of digging involved for privately held companies.

- v. Include the Walkway Entrance as a naming opportunity in report ~ more valuable than other entrances.
- b. Sponsorship Opportunities: 5-10 year agreements. If a bank/soft drink/beer company has naming rights they are offered sponsorship first.
 - i. Concourse
 - ii. Beer
 - iii. Pouring rights (soft drink)
 - iv. Entrance
 - v. Exits
 - vi. Banking/ATM
 - vii. Telecom Partner
 - viii. Wine
- c. Suite/Seat Sponsorships:
 - i. Premium suites
 - ii. Club Seats
 - iii. Loge boxes – box in lower portion of bowl for 4-6 people, four walls at waist high level, fridge available to be stocked and more affordable than a suite.
- d. Question put forward – should we have a case statement?
 - **ACTION:** Rick Woodward, Jan Cook and David Oakes to work on this.
- e. Additional Committee Members
 - i. Committee is open to expanding membership ~ need representation from all over the Niagara Region not just members from St. Catharines.
 - ii. George submitted list and all names were approved.
 - iii. Some members will not attend all meetings but will help with background information etc.
 - **ACTION:** George to send formal invite via email to new committee members (list is attached).
- f. Administrative Support
 - i. Leanne Kurek is now the administrative support for the committee.
 - ii. Roles and Responsibilities include - preparing letters, kits, and assigning tasks to committee members.
 - **ACTION:** George to forward March 17th email with details to all committee members.
- g. Question put forward by George – If company who is a sponsor or who holds naming rights goes out of business what happens?
 - i. Response from Superlative – A clause can be put into the agreement that it can be re-sold or name changed at the cost of the company. An exit clause can also be put in, in the case of someone not being able to pay any longer.
- h. Timeline:
 - i. Superlative is on schedule with plans.
 - ii. Report to be very in-depth and detailed. Their reputation is on the line – so they will ensure the fundraising goal is met.

- iii. RFP to close September 26th and recommendation will be going to council on October 29th.
 - iv. The committee should have something tangible to be working with by end of October.
 - i. Project Charter - to be developed (how the process will work, base sponsorship on financial capability of sponsor, terms- years, value of naming opportunities etc.)
 - **ACTION:** David Oakes to develop.
 - j. Confidentiality:
 - **ACTION:** Dave Oakes to look into for committee.
4. Next Meeting: Monday, November 12th Committee Room 1, City Hall

Additional Members to be added to the Spectator Facility Fundraising Task Force Committee – Approved at September 10th meeting:

Jan Cook

Wendy Dueck

Alex Digenis

Bill Burke

Cam Leach

Kevin Legros

John Armstrong

Bill Finley

Ted Usick