



— NIAGARA PENINSULA —
CONSERVATION FOUNDATION

**BOARD OF DIRECTORS
SPECIAL MEETING
FND–BOD-07-20
Friday November 13, 2020
E-VOTE Meeting**

**In accordance with Ontario Regulation 107/20 made under
*The Emergency Management and Civil
Protection Act***

AGENDA

The Niagara Peninsula Watershed is located on the traditional territory of indigenous peoples dating back countless of generations. We want to show our respect for their contributions and recognize their role in treaty-making in what is now Ontario.

Board of Directors:

Tom Insinna, Chair
Robert Foster, Vice Chair
Mickey Difruscio, Director
Chandra Sharma, Director
Mary Sergenese, Director
D. Gayle Wood, Managing Director/Secretary-Treasurer

This meeting has been called by Chair Insinna for the sole purpose of seeking approval of the transfer of funds to the Niagara Peninsula Conservation Authority for the launch of a new partnership initiative – **A Conservation Christmas at Ball's Falls Conservation Area.**

A mover and seconder are requested for adoption of the agenda and the report. A mover is required to adjourn the meeting. Board Members are requested to send their e-vote on all three motions, plus which motions they will move or send, to Gayle Wood at hallsywood@gmail.com, with a reply to all, by 10:00 a.m. on Friday November 13, 2020.

1. **ADOPTION OF AGENDA**

Recommended:

That the Agenda for the NPCF Special Board of Directors' Meeting held November 13, 2020 be approved as printed.

2. **ITEMS FOR APPROVAL**

2.1 Partnership Project – **A Conservation Christmas at Ball's Falls Conservation Area**

Attached is a report outlining a proposed, new, multi-year partnership project with the Niagara Peninsula Conservation Authority. Board Members are requested to contact Gayle Wood at 905-401-7788 or hallsywood@gmail.com should they have any questions regarding the report, prior to their e-vote submission at 10:00 a.m. on Friday November 13, 2020 at 10:00 a.m.

Recommended:

That the Foundation approve the transfer of funds to the NPCA in the amount of \$5,000 for the launch of *A Conservation Christmas at Ball's Falls Conservation Area*; and

Further that the Foundation Board Members commit to seeking sponsorships and volunteering during the weekend of December 11th to 13th, within their ability, to assist in making this event a success.

3. ADJOURNMENT

Recommended:

That the November 13, 2020 NPCF Board of Directors' Meeting be adjourned to reconvene on December 10, 2020 or at the call of the Chair.



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CONSERVATION FOUNDATION

To: Foundation Chair and Board of Directors

From: D. Gayle Wood, NPCF Managing Director/
Secretary- Treasurer, and

Adam Christie, NPCA Director, Operations and Strategic Initiatives

Date: November 13, 2020 Meeting FND-BOD-07-20

Subject: **Foundation Fundraising Project – *A Conservation Christmas***

1. Purpose of the Report

The purpose of this report is:

- To provide an overview to the Foundation Board Members of a proposed, multi year partnership between the Niagara Peninsula Conservation Authority (Authority) and the Niagara Peninsula Conservation Foundation (Foundation) regarding a holiday celebration at Ball’s Falls Conservation Area throughout December; and
- To request funding from the Foundation to initiate and launch this new initiative.

2. Project Background

In 2019 the Authority and Foundation began early discussions on holding a Christmas celebration at Ball’s Falls Conservation Area. The early vision was to “literally light up the historical village at Ball’s Falls” and to promote outdoor winter activities, such as hiking, enjoying an outdoor campfire, sipping on hot apple cider, meeting Santa Claus, and celebrating the holidays with special decorations and lighting.

Both the Authority and Foundation wish to move this vision into reality in December 2020 and build on it over the years, like those events held at the Royal Botanical Gardens, Conservation Halton and the Niagara Parks Commission, to name a few.

3. Project Details

The following will outline the details of the project:

Title: A Conservation Christmas

Location: Ball's Falls Conservation Area – Town of Lincoln, Niagara Region

Dates: The Authority will hold this event throughout December; however, the weekend of ***December 11, 12 and 13, 2020*** would be dedicated to the Foundation for fundraising.

Details: A one-direction, self guided trail has been established (see attached map) for this event. This trail will be set alight with illuminations, flowers and decorations. Greenhouse, floral, lighting and decoration sponsors will be approached by the Foundation to set up displays and signs along the trail. The looped trail would finish at the historical village of the conservation area where hot apple cider could be served.

A one way “walk through” at the Centre for Conservation building will also be established including an ornamented tree, lighting and decorations. While walking through the Centre, a sign could be erected focusing on the future ***Gallery Project*** which the Foundation has committed to supporting. A guided heritage tour would also be available for this weekend. To date, two live trees (12 foot and 8 foot trees have been secured as donations for the Centre and Ball home, as well as \$500. in donations for decorations).

Organizing Team: NPCA staff, Alicia Powell, NPCF staff Andrea Crosby-DiCenso and NPCF Board Member Gayle Wood have formed an organization team. If this project is approved by the Foundation, the initial work plan which is outlined in this report, will be finalized and circulated to the Board Members along with a request for their voluntary participation throughout the weekend.

Admission: Admission to this event will follow Authority rates:

\$8.00 per adult

\$6.00 per children and seniors

\$24.00 per car

\$10.00 for admission including the guided heritage building tour (available hourly during NPCF fundraising weekend only, tickets and screening must be purchased in advance online).

Launch Event: It is proposed that a ***Foundation Launch Event*** be held on **Friday December 11th around 5:00 p.m.** at the trail head. Speakers would include the Foundation Chair, the Authority Chair, the Mayor of Lincoln and the Regional Chair. The speakers will briefly address the

importance of conservation, greenspaces, education and partnerships. The honorary speakers would then lead a short hike around the lopped trail and end around a campfire in the historical area where complimentary cider will be served.

This event has been tentatively discussed with the Town of Lincoln staff who are seeking to support a local tourism initiative.

Marketing: This launch event would be promoted through the NPCA/CF websites, social media and TV/ Radio. The Chair and Vice Chair could appear on local media to promote the event. The media would be invited to the Launch Event.

5. Foundation Mandate

The Foundation derives its mandate from its Letters Patent dated May 5, 1969. They state that the objects of the Niagara Peninsula Conservation Foundation (NPCF) are, in part, to aid:

in the cultivation and advancement of conservation in the Province of Ontario by serving as a permanent custodian of the endowments funds of the Niagara Peninsula Conservation Authority for...educational work in all phases of conservation...and to purchase "structures" with a conservation use".

The proposed project fits within the mandate of the Foundation. The purpose of decorations, lights, etc. also fits within the definition of "structures".

6. Financial Proposal

As part of this partnership, it is recommended that the Foundation provide \$5,000 to the Authority for lighting, decorations, etc. The Authority will match Foundation funding with an additional \$10,000. From this \$15,000 budget, approximate expenses would include:

\$2,000 for live garlands (already purchased);
\$10,000 to professionally light historical buildings and trail;
\$2,000 for decorations, such as small lights, flowers, trees, etc.; and
\$1,000 for signage for sponsorships and tour signs.

In addition to the above, sponsorship of goods will be sought by Foundation Members as part of the partnership. A list of potential sponsors has been prepared and will be discussed with Board Members upon approval of this project.

The Organizing Team has reviewed this year's revenue from the four-day Thanksgiving Festival, which was \$18,000 or \$4,500 per day. The Festival is a well-known event which was marketed extensively. Additionally, the Thanksgiving weekend in 2020 brought unusually warm weather.

Assuming the Foundation could achieve 25% of the revenue for the Thanksgiving weekend, we could yield a potential revenue around \$1,000 per day or \$3,000 for a 3-day event. Given this assumption the rate of return on investment could occur by the 2021 event.

It is recommended that Foundation funds be drawn from the recent Suncor donation of 1,900 (which has been approved by the donor) as well as the Director's Donation Challenge which has currently raised \$5,000.

7. Recommendation:

This partnership has the possibility of creating a new signature event for both the Foundation and the Authority. In the 1970's the Thanksgiving Festival also began as a vision, leading to a small initial event and grew to be one of the premier craft festivals in the province.

It is recommended:

That the Foundation approve the transfer of funds to the NPCA in the amount of \$5,000 for the launch of *A Conservation Christmas* at Ball's Falls Conservation Area; and

Further that Foundation Board Members commit to seeking sponsorships and volunteering during the weekend of December 11th to 13th, within their ability, to assist in making this event a success.

Submitted by:

Original Signed by

**Adam Christie,
NPCA Director, Operations and Strategic Initiatives**

Submitted and recommended by:

Original signed by

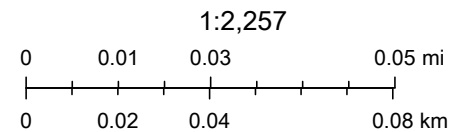
**D. Gayle Wood, NPCF
Managing Director/
Secretary-Treasurer**

Trail Map for Ball's Falls Christmas Event



2020-11-04, 3:14:28 p.m.

Areas	Lines	Roads
One-way	Trail Path	Conservation Authority Trails
Direction		



City of Welland, Niagara Region, Regional Municipality of Niagara, Province

ArcGIS Web AppBuilder

City of Welland, Niagara Region, Regional Municipality of Niagara, Province of Ontario, Ontario MNR, Esri Canada, Esri, HERE, Garmin, INCREMENT P, USGS, EPA, USDA, AAFC, NRCan | NPCA | <https://gis.npca.ca/portal/apps/sites/admin/assets/templates/sites/>