

CONSORTIUM MEETING AGENDA

Meeting Date & Time	Sept 23, 2020 8:00 am
Attendees:	Walter Sendzik, Dave Oakes, Gary Comerford, Terry Ugulini, Jim Bradley, Ron Tripp, Wade Stayzer, Tom Arkell, Doug Hamilton, Matt Hill, Ken Noakes
Regrets:	

Item	Agenda Item
1	<p>Role of Committee</p> <p>Minutes:</p> <ul style="list-style-type: none"> • The Terms of Reference previously distributed and role of the Committee was discussed. Primarily focused on long-term naming rights for Canada Games Park. Opportunities for Games sponsorships will also be considered. • The Committee agreed that there should be further identification of the Games sponsorship opportunities that it may be able to support.
2	<p>Additional Members</p> <p>Minutes:</p> <ul style="list-style-type: none"> • The Committee has the opportunity to recruit additional community leaders for the Committee. • This is to be considered further. It will be important to be mindful of potential conflicts during this recruitment process.
3	<p>Naming Rights - Canada Games Park:</p> <ul style="list-style-type: none"> • Target & Valuation • Assets & Components of CGP <p>Minutes:</p> <ul style="list-style-type: none"> • The target for the sale of long-term naming rights for CGP is \$5.5 million (net of commissions/fees). • Transition of CGP project to Niagara Region allows for this target to be achieved through a long-term payment approach. • There are different parts of Canada Games Park that may be named. • The Committee agreed that there should be further identification of those parts that can be named. It is important that there be discussions with the CGC regarding whether “Canada Games” need be included in the name of the entire Park (including outdoor facilities) or the Sport and Ability Centre.
4	<p>Professional/Staff Support</p> <p>Minutes:</p> <ul style="list-style-type: none"> • The Committee agreed that external professional support will be required to value and sell naming rights.

6	<p>Next Steps</p> <p>Minutes:</p> <ul style="list-style-type: none">● N22 to take lead on developing RFP for external professional support to value and sell naming rights. N22 to also prepare an initial list of firms to include in the RFP process. Draft RFP and the initial list to be shared with the Committee for input prior to release.● Region and/or St. Catharines to provide N22 with The Partnership Group (Brent Barootes) report so that relevant information can be included in the draft RFP..● N22 to take lead on developing a guidance document that will identify other Games sponsorship opportunities the Committee may be able to support and the process for achieving that support.
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