



**FLATO MARKHAM THEATRE ADVISORY BOARD MEETING
 JANUARY 27, 2025
 CANADA ROOM – CIVIC CENTRE - IN PERSON
 5:30 PM TO 7:00 PM**

MINUTES

Board Present	Staff Present	Regrets
Dawn Donaldson Regional Councillor Jim Jones Ken MacDonald Brent Matthews Larry Matthews Richard Morales Celeste Pelliccione Srinka Wallia	Scott Hill Siobhain Fray Alan Kinsella Andrew Rosenfarb Maxwell Silva-Chappell	Michael Chen Brad Fletcher Anne Gilligan Sarah Micallef Ronald Minken Susie Nunes Sophia Sun

1.0 Call to Order and Chair’s Opening Remarks

That the meeting convened at the hour of 5:33pm with Srinka Wallia in the Chair.
 Chair wishes everyone a Happy New Year and acknowledges this is the year of the 40th anniversary for the Theatre

2.0 Declaration of Pecuniary Interest

None

3.0 Agenda Review, Additions/Changes

None

4.0 Approval of Minutes of the December 2, 2024 meeting

It was

Moved, by Ken MacDonald
 Seconded, by Richard Morales

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, December 2, 2024 be approved.

CARRIED



5.0 General Manager's Report and Team Updates

Refer to supporting documents.

Scott Hill, Andrew Rosenfarb and Maxwell Silva-Chappell present the Flato Markham Theatre Team Report. Some highlights are as follows:

- Scott Hill welcomes everyone back to the first meeting of the new year
- No new updates on governance
- Close to signing the Every Child Every Year sponsorship with Tiny Seedlings, a company that works with children's programs
- With the postal strike being over the Theatre will be doing a mail drop in the Durham region this week to build new audience members
- The Theatre hit the one million dollar mark for the first time ever for rentals. All members extend congratulations for this huge accomplishment as it was a major goal for the Theatre
- The season is going well so far, sales numbers look great and there are many sold out shows
- The 2025 facility projects have been approved and working with Procurement to get things started
- Some concerns about the anticipated tariffs as the supplier for the sound system (an approved project) is an American company, but will keep an eye on it as it develops
- The tender for the LED projector project went out today
- The consultant for the stage floor replacement needs to do a full assessment; it is a very large and important project as the stage floor has never been updated
- 2026 life cycle projects are being assessed and will submit the request for these projects very soon
- Approval process typically starts in January and goes through many levels; Asset Management, Procurement, Executive Leadership Team (ELT) and eventually up to Council. The Theatre is informed of approved projects in December
- When equipment is replaced, usually the old equipment is traded in to lower overall costs on the new equipment. Additionally, some portions of the equipment are held back and kept for spare parts and back up. Procurement takes care of this
- Plan to have the lobby carpet and tile replaced before the 40th Anniversary Gala
- Rentals are booked for the remainder of the winter
- Dance season is approaching and is a very busy time for the Theatre
- HST exemption has been going well. Backed the HST out of current inventory instead of making new pricing. This was less complicated with the concessions computer system and will be easier to put the HST back in when the exemption period is over
- Social media remains to be the most effective tool for the Theatre's marketing. Since last March marketing has worked on creating more of an image and personality for the Theatre instead of putting out advertisements only geared towards selling tickets. The results show in the substantial increase in social media engagements and viewership
- Working with Spotify to increase the reach in the community
- Certain schools do not participate in any activities on Diamond Days, which are cultural holidays that are not statutory holidays (e.g. Chinese New Year), and as a result, a number of schools dropped out of the upcoming school performances for Every Child Every Year
- The schools that do not recognise Diamond Days were called to fill in the remaining spots
- A note has been made to account for Diamond Days when programming the 2025/2026 season



- Every Child Every Year program is now virtually sold out
- Year end results are still pending from Finance however the Theatre had a very strong December
- The Theatre is still working with The City for funding a foundation staff member and a full-time programmer
- There are no new updates or developments on the Acting General Manager position or the Acting Business and Rental Manager position

A discussion regarding the highlights of the season to date took place. Many comments included enjoying the performances so far and appreciating the diversity and seeing shows that one would not normally go to see.

6.0 Priority Items

6.1 Discovery Program Presentation

Alan Kinsella presents the Discovery Program Presentation. Some highlights are as follows:

- Kattam and his Tam Tams completed their first two of four school performances and was sold out with 1000 children in attendance. It had very positive feedback and the kids enjoyed it very much
- Over 300 spots were filled for the performance that fell on Diamond Day
- Another two performances by Kattam and His Tam Tams coming up as well as Cirque Kalabante at the beginning of April, and Rapunzel by Theatre Terra coming mid April
- Wanting to expand the program next year to 16 performances. This will be possible because of the new Every Child Every Year sponsor. Currently 11 shows are scheduled for this season
- A Broadway Intensive workshop has been newly developed this year by Alan Kinsella and was held at the Cornell Centre on two PA days in January (17th and 30th) securing Maggie Lacasse from the musical Six and Mike Ross, the Musical Director from The Mini Pops. It was very well received with a 100% satisfaction rate and was fully sold out. Parents have asked if there will be more in the future
- There are plans do more of these workshops and hoping to have at least four options available in the future
- Restarting community outreach post COVID. Social Tango (as an example) was a big success having over 200 patrons participate in a dance class in the Theatre lobby after the performance.
- Working on doing more of this type of outreach involving the Artists that the Theatre invites to perform, and engage with the community through master classes and workshops
- Alan Kinsella is working on a project between York University and the York Region District School Board where dance students from York University mentor dance students from high schools. In turn, high school students will mentor elementary school students and work together to develop small performance pieces
- Alan along with a few other theatre artists created a clinic for the teachers on how to work with the student mentors. When the dance workshop is completed, the children will come back to the Theatre on April 24th to showcase their work
- Theatre camps are the cornerstone of what the Theatre does for the community
- Many children that come to the camp programs are extremely shy. Theatre camps help children feel confident to be themselves, find their voices, and make new friends



- The Theatre recognises and is very proud of the children that have come out of the program. A lot of the children come back as volunteers and work their way up to camp councillor and some up to camp supervisors
- This allows the children a great start in business as a starting point in their careers
- Camp staffing interviews reveal that most interviewees have similar messaging. As a camp staff member they feel good to give back to campers who were much like themselves, shy and reserved
- Discovery outreach (e.g. Social Tango) is backed by the Discovery fund. Workshops (e.g. the Broadway Intensive) are funded by registrations. Every Child Every Year (performances free to schools) is financed by sponsors and fundraising and are the most costly
- Even though Camps are classified under the “Discovery” umbrella, they are funded by the registration fees. This is not sponsored due to the fees charged to the public for the camp programs
- The Theatre has created a ‘brand’ with the March break, winter and summer camps, and is very different from the dance and drama camps that are offered through the City recreational programs
- Winter break and summer camps are full shows and are rehearsed and performed in 8 days. March break camps shows are scaled back and is performed in 4 days
- Theatre camps have been running for about 20 years and in the last 10 years many changes and additions have been made. New camps have been added to break up the age gaps and offer more variety. Recently a film and movie camp for older children was created by Alan Kinsella and has been a huge success

A discussion took place regarding sponsorship, bringing more professional artists, master classes, workshops and performers to schools directly; especially the schools that do not have arts funding. In the past the Theatre facilitated direct artist and school engagement but was difficult largely due to financing and timing, however this could be more viable with increased sponsorship and fundraising. Applying for grants is also another method of financial backing and the Theatre has been successful in being awarded with some. These types of tasks and responsibilities would be assigned to the Foundation in order to increase and continue to build on fundraising, sponsorship, connection to the community and outreach to both youth and adults.

7.0 Working Committees and Task Forces:

7.1 Gala Committee – 40th Anniversary

At the last Gala, a camp performance was featured and had a great response. Saturday October 25th 2025 is slated for the 40th Anniversary Gala which will take place at the Marriott. The format will be the same as in the past; cocktail reception, sit down dinner and full performance at the Theatre. An offer is out to an Artist, but not revealing who it is at this time. Once the Artist is confirmed that will determine the budget for the event and the ticket prices. Will need to work with the Mayor’s Office to find a gala fundraising coordinator. In the past years, the Theatre had been very successful with Justin Reid’s assistance to help sell some of the tables and find sponsorship money. The Gala task force will start meetings once the Artist is confirmed. Good idea to plant the seed with any peers or business partners to buy a table or to donate.



8.0 New Business:

A suggestion was made to have an update on the marketing for the 40th Anniversary at every board meeting. Due to limited resources and need to keep things within the capacity of the staff the Theatre cannot go over the top with ideas. Small changes will be made to the season brochure by adding fun facts and including it in all social media platforms.

9.0 Date of Next Meeting:

March 24, 2025

Future meetings:

May 26, 2025

June 23, 2025 (optional)

September 22, 2025

November 24, 2025

10.0 Adjournment

The meeting adjourned at the hour of 6:52 pm.

DRAFT