



**FLATO MARKHAM THEATRE ADVISORY BOARD MEETING
 NOVEMBER 24, 2025
 CANADA ROOM – CIVIC CENTRE - IN PERSON
 5:30 PM TO 7:00 PM**

MINUTES

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

1.0 Call to Order and Chair’s Opening Remarks

That the meeting convened at the hour of 5:33 pm, with Srinka Wallia in the Chair.

2.0 Declaration of Pecuniary Interest

None

3.0 Agenda Review, Additions/Changes

None

4.0 Approval of Minutes of the September 22 2025 meeting

It was,

Moved by Ken MacDonald
 Seconded by Celeste Pelliccione

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday September 22, 2025 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:



- Vinay Sharda is the newly appointed Director of Economic Development, Culture and Entrepreneurship as well as the President of Destination Markham, and will report directly to the CAO
- There will be no Commissioner going forward for Economic Development, Culture and Entrepreneurship
- Vinay will be attending the Markham Performing Arts Awards event and will try to make it to the next board meeting
- Two new fulltime technicians are nicely settling into the routine
- Wrapping up 2025 capital projects and should close on time
- Council has approved the 2026 capital budget, with the stage floor replacement being the biggest project
- Very busy fourth quarter and should finish the year very strongly
- First quarter of 2026 is almost fully booked
- Front of house and new house manager training almost complete
- Subscriber numbers are on par and ahead on ticket value this time last year due to some shows having a higher price point this season
- Although the numbers are up, the actual number of tickets per show is down slightly matching the current market trend of declining ticket sales
- The Theatre is making small changes to try to keep sales up by offering several cheaper shows this year
- Most theatres and promoters are seeing this decline and are down about 30% in sales this year across the board
- There has been growth in new audience reach, indicating that marketing is going well with year over year increases every month
- Marketing team working on website and social media for more audience engagement to produce more ticket sales
- Grassroots campaign started for Danu and Leahy with Irish radio station
- Persian community grassroots campaign for Amir Amiri Ensemble is completed
- Every Child Every Year programme is going very well so far
- There are three Broadway workshops this season, with one completed and two more in the new year. The first workshop was well received
- An adaptive performance will be taking place on January 24, 2026
- November financial results will change once the Gala numbers are populated
- Surpassed one million in gross ticket sales for rentals this year

6.0 Working Committees and Task Forces

6.1 Gala committee – 40th Anniversary

Srinka Wallia and Scott Hill take a few moments to thank the Board for their support with the Gala and to Mayor Scarpitti who championed the event. Additional recognition to Brad Fletcher who contributed two boxes of wine for the cork pop and all the live auction items, as well as Ken MacDonald stepping in to emcee the Gala at the last moment, due to Rod Black being called away to work. Scott acknowledges the campers who performed and all the Theatre staff who worked hard on this event. It was a wonderful way to celebrate 40 years of excellence by inviting the previous Theatre managers and past Board members to join in the celebration.



At this time a Gala post mortem discussion took place. Some of the highlights are:

- Dinner and room set up was excellent with better quality wine than previous years
- There are no plans to do another Gala for some time. Many organizations are moving away from this model of fundraising
- If the Foundation was up and running, it would be interesting to see how fundraising would be supported
- Look to adapt fundraising ideas from other organizations and provide unique experiences for patrons
- Unfortunately the Gala was competing with the Blue Jays World Series game and some people did not show up
- Had some roadblocks with finding an Artist and the affordability for this Gala
- The Artist did not resonate with everyone despite the marketing for the event, however it was a good tie in with 'theatre' featuring a Broadway style Artist

6.2 Markham Performing Arts Awards

- Lauri Hoeg is the award artist and have used her in the past. Her artwork is beautiful
- Local performing artists, Cardia will be performing 3 songs during the event. Matt Dusk will close out the event with 2 songs
- Mayor Scarpitti will be presenting the awards
- Board members are reminded to RSVP to have as much Board representation at the event

7.0 New Business

None to declare

8.0 Date of Next Meeting

January 26, 2026

Future meetings:

- March 23, 2026
- May 25, 2026
- June 22, 2026 (optional)
- September 28, 2026
- November 23, 2026

2026 schedule and meeting requests will be emailed in advance

9.0 Adjournment

The meeting adjourned at the hour of 6:23 pm.