

VARLEY- MCKAY ART FOUNDATION OF MARKHAM

Monday, November 12, 2018

Varley Art Gallery

5:00 P.M. – 7:00 P.M.

MINUTES

Attendance:

Board of Directors Present: Amin Giga, Craig McOuat, Edie Yeomans, John Ingram, Howard A. Back, Terrence A. Pochmurski, Sammy Lee, Matthew Reilly

Staff: Niamh O’Laoghaire, *Director, Varley Art Gallery*, Francesca Dauphinais, *Cultural Development Officer*, and Anna Lee, *Committee Coordinator*

Regrets: Regional Councillor Nirmala Armstrong

Item	Discussion
1. Call to Order	The Varley-McKay Art Foundation of Markham convened at 5:15 PM.
2. Disclosure of Pecuniary Interest	None.
3. Changes or Additions to the Agenda	None.
4. Approval of the Minutes	Moved by Howard A. Back Seconded by Craig McOuat That the Minutes from the September 17, 2018 Varley-McKay Art Foundation of Markham Board Meeting be adopted as presented. CARRIED

Item	Discussion
5. Director’s Report	Rouge Varley Gala - congratulations to everyone on a fantastic evening. OAC Statistics on the Arts – <i>Vital Arts, Vital Communities</i> brochure in PDF and Word format available for reference. OAAG Awards Shortlist - shortlisted in 5 categories. Winners will be announced at the OAAG Awards gala on November 19 th and the Harbourfront Centre. Request for Support from Varley-McKay Art Foundation of Markham for 2019 fiscal year for exhibitions, lunch and learn program, curatorial assistant position, Varley staff

	<p>professional development and a concert series. Review and discussion to be held in January.</p> <p>YCW grants for 2 full-time 6-month positions hired in October 2018 – YCW Curatorial Assistant and YCW Education Research and Administrative Assistant.</p> <p>Public Art Master Plan for the City of Markham – planning/discussion session with City staff November 14, 2018 and November 22nd for external stakeholders on November 22, 2018. Public Consultation will be had before April 2019.</p> <p>2019 Exhibition Program – theme will revolve around agency and voice. Will stagger the exhibitions to ensure there is constantly art on display for the public to view. There will be Main Exhibitions and Collections.</p> <p>Upcoming Public Programs and Events – PK Markham vol. 21, Very Varley Open House, and Lunch & Learns. Lunch & Learns are for free for Varley members, Markham Group of Artists and members of the York Region and Markham Arts Council and \$5 at the door for everyone else. People bring their own lunches and coffee and cookies are supplied.</p>
6. Development Officer Report	<p>Winter break volunteers are about 75% complete.</p> <p>Registration for winter programs and volunteer recruitment and scheduling go live on November 14th, 2018.</p> <p>Rouge Varley Gala: Net revenue this year was lower due to significantly less sponsorships. Will be using the same venue for 2019 – the space can comfortably accommodate 250-275 guests at most. We will be enhancing the silent auction (and removing the live auction) with a mix of art and lifestyle packages for a good variety. Sports tickets were the most popular item.</p> <p>We need funding improvement through sponsorship, donations and ticket sales. Will begin sponsorship inquiries in December 2018 for 2019 Gala. Looking for specific event sponsorships, for example, for wine, parking, reception, cocktails, etc. instead of levels of sponsorship. Will need the Board member to reach out to their network for sponsorships.</p> <p>2019 Rouge Varley Gala will be held on Friday, October 18th, 2019 at the Toronto Marriott Markham (parking fees will be discounted but not waived.)</p> <p>Action Item: Putting together messaging for 2019 Gala (Craig McOuat and Francesca Dauphinais).</p> <p>Vintages at the Varley (Wednesday, April 17th, 2019)– Santo has agreed to organize the event and Terry will be the Board member to lead. A succession plan is needed now that Santo isn't on the Board as this was his event concept. Looking at low cost marketing strategies (such as social media). Ideas to generate more revenue, such as a silent auction, a smaller version of the Wine Pull and selling art. A sponsorship package is being created to make this into a more profitable fundraiser.</p> <p>Events should be standalone and not dependent on a Board member or person so that they can transition smoothly. These events take a lot of attention and time and having more support/staff will assist with the growth and success of events. Greater research required to understand the need for a position to assist with events – ideas, programs to subsidize, budgeting, etc.</p>

	Work plan for November and December is included in the meeting package.
7. Sub-Committee Reports	<p>a) Art Acquisition Committee Report provided by Edie Yeoman. Meeting took place November 12th, 2018, before the Board meeting. Committee approved donation from the Estate of Sheldon Friedland which is now in progress. 4 of the 5 items will be standard gifted donations; the Morriveau painting will be a CCPERB donation. Paperwork will hopefully be wrapped up by end of the year. 3 approved standard charitable donations: a Jacques de Tonnancour painting, a Frederick Horsman Varley watercolour and 2 Daphne Odjig prints. Approved in principal the purchase of 3 works by Jon Sasaki pending further information: edition size, museum discount, purchase price. Approved for standard charitable donation of a Gordon MacNamara watercolour to Public Art Collection through this Committee/Board and managed separately by the City of Markham. Deaccession from Public Art Collection of ten paintings by Bud Schapiro depicting Black Creek Pioneer Village buildings to be transferred to Black Creek Pioneer Village pending consultation with the artist and Black Creek Pioneer Village's willingness to acquire and accept the paintings.</p> <p>Moved by Edie Yeoman Seconded by Craig McOuat</p> <p>MOTION to approve the actions of Art Acquisitions Committee and 3 donations to the permanent collection and 1 for purchase pending museum discount.</p> <p style="text-align: right;">CARRIED</p> <p>b) Rouge Gala Committee Report provided by Francesca Dauphinais (see Development Officer's Report above)</p> <p>c) Vintages at the Varley Report provided by Francesca Dauphinais (see Development Officer's Report above)</p> <p>d) Development Committee No report provided.</p> <p>e) Volunteer Committee No report provided.</p>

<p>8. Financial Report</p>	<p>Financial Report provided by Amin Giga.</p> <p>Assets – cash in bank and account receivables: interest on balance in bank (interest on investments increased and paid out in November – accrued on a monthly basis), Federal portion of Federal Rebate and Provincial Public Services Fund Rebate.</p> <p>Liabilities and Fund Balances – Accounts Payable: \$47,000 due to Art Gallery for funding request made as of September 30th, 2018 and \$5,000 paid to the Foundation for the Gallery from IBM. Revenues: (as of September 30th, 2018) donations received, fund raising activities from Rouge Varley Gala and Vintages of the Varley. Investment income – Bank account interest and education, conservation and art purchases.</p> <p>Expenditures – Fundraising activities for Rouge Varley Gala and Vintages of the Varley, Education and Conservation expenses, Art Acquisition costs, Contribution to Art Gallery (\$5,000 from IBM and \$12,000 from Foundation), Administration expenses (salaries, office expenses, etc.) and Program expenses – part of the annual transfer to the Gallery.</p> <p>YCW is not reflected in this statement.</p> <p>Budgets assigned to these numbers will be reviewed in more detail in January 2019 for the new year.</p> <p>Value of the collection itself would be considered an asset of the City of Markham (the Gallery, not the Foundation). Collection is documented, maintained and updated by the City of Markham as it belongs to the Corporation of the City of Markham.</p>
<p>9. New Business</p>	<p>Moved by Howard A. Back Seconded by Edie Yeoman</p> <p>That William J. Withrow Scholarship for Education Fund to be increased to at least \$2,500. Depending on demand, we can revisit the amount after a full year cycle. Funds will be from the Education and Development Fund, not general operations. This should be used in the most advantageous manner to attract the most schools/students visiting the Art Gallery in Bill Withrow's honour. This needs to be announced, advertised and promoted to schools and Education boards via website, brochure, e-newsletter, etc.</p> <p style="text-align: right;">CARRIED</p> <p>Plaque to recognize Board Members and the Foundation. Drawing to be etched in glass has been developed, depicting Varley Ferdinand the Bull and having the founding members' names underneath the painting. Location would be in the space immediately to the right when entering the Art Gallery to always be on</p>

	<p>display and not take up any exhibition space. Cost will be presented to the Board in the new year.</p> <p>Strategic Plan – discussion will take place during January 2019 meeting. Focus should be on Board Governance, recruitment, secession and fundraising. The draft will be sent to the City in May/June 2019.</p>
10. Next Meeting Date	The next meeting of the Varley-McKay Art Foundation of Markham will be held on January 14, 2019, 5:00 p.m. at the Gallery.
11. Adjournment	<p>Moved by Sammy Lee Seconded by Amin Giga</p> <p>That the motion from the Board the meeting of The Varley-McKay Art Foundation of Markham adjourned at 5:45 p.m.</p> <p style="text-align: right;">CARRIED</p>