

FIRST MEETING OF THE YEAR 2019
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, February 25th, 2019

MINUTES

ATTENDANCE:

Present

Stephen Timms, Chair
Aleem Israel
Diane Lai
Ron Minken
Srinka Wallia
Amy Woods

Staff

Eric Lariviere
Scott Hill
Andrew Rosenfarb
Helen Mah

Regrets

Councillor Amanda Collucci
Sueelyn Cheong
Anne Gilligan
Deborah Jestin
Justin Reid
Sophia Sun
Debbie Watson

Guests

Steve Lusk

The meeting convened at the hour of 5:40 p.m. with Stephen Timms in the Chair.

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- welcome to the meeting

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

- none

4.0 ADOPTION OF MINUTES

Moved by Amy Woods
Seconded by Diane Lai

THAT the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, November 26th, 2018, be approved.

Carried.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- approved new ticketing system plus HR resource
 - includes our own website
 - better fundraising
 - will significantly improve CRM, database, and digital marketing
- unprecedented success of the Gala – deferred \$100K
- fiscal year – balanced P/L
- \$3.6 million operation with City subsidy @ 21%

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 Appointments of Chair and Vice Chair of the Advisory Board

- Aleem Israel is stepping down as Vice Chair

Moved by Aleem Israel
Seconded by Amy Woods

THAT Stephen Timms be appointed Flato Markham Theatre Advisory Board Chair for the year 2019.

Carried.

Moved by Ron Minken
Seconded by Srinka Wallia

THAT Diane Lai be appointed Flato Markham Theatre Advisory Board Vice-Chair for the year 2019.

Carried.

- a quorum for this meeting is unclear and will be reviewed; a quorum is 50% of membership plus one

6.2 Governance: 2019 Standing Committees and Task Forces

- deferred to the next meeting

6.3 2019 Advocacy Plan Discussion

- information & education event at the Theatre for Council
- better if done by the Board
- create a strategy for advocacy
- engage the new Council members
- create measurable outcomes
- Amy Woods and Srinka Wallia to lead Task Force
- start as an agenda item for a Council meeting – Eric to check

6.4 2019 Business Priorities

7.0 WORKING COMMITTEE AND TASK FORCE REPORTS

7.1 Strategic Plan Committee – Stephen Timms, Chair

Markham Foundation for Performing Arts Update

- requires Council approval for incorporation
- Directors to be Justin Reid, Aleem Israel, and Khalid Usman
- ask for charitable organization status
- to be announced in either September or at the Gala

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- can confirm 2018-2019 at \$322K
- two-tier sponsor recognition
- promote the Foundation once it is approved, ideally when the season starts or at the Gala
- Alectra sponsorship at \$5K

7.3 Gala Committee – Srinka Wallia

- the date of Saturday, November 16th has been confirmed
- in the process of finalizing the Hilton agreement
- the artist will be announced next week

7.4 Markham Performing Arts Awards Task Force – Diane Lai, Chair

- set a meeting date for the task force
- set a date for the event itself
- tabled recommendations then board votes

8.0 NEW BUSINESS

- no new business

9.0 DATE OF NEXT MEETING

- Monday, March 25th, 2019; 5:30 p.m.
- Canada Room, Civic Centre

10.0 ADJOURNMENT

- 6:50 pm