

SECOND MEETING OF THE YEAR 2019
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, April 29th, 2019

MINUTES

ATTENDANCE:

Present

Stephen Timms, Chair
Aleem Israel
Deborah Jestin
Diane Lai
Srinka Wallia
Amy Woods

Staff

Eric Lariviere
Scott Hill
Andrew Rosenfarb
Debbie Watson

Regrets

Suelyn Cheong
Anne Gilligan
Ron Lynn
Ronald Minken
Justin Reid
Sophia Sun

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

- favorite meeting of the year – big reveal of 19-20 Diamond Season lineup
- confirmed that there was a quorum at the meeting of February 25th, 2019

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

- none

4.0 ADOPTION OF MINUTES

- deferred to the next meeting due to the lack of a quorum

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- new branding and design now moving quickly
- have approvals from all staff levels
- to Development Services Committee on May 13th, then should go to Council
- had two meetings with Councillors; another one set for this Friday
- still working on the Foundation
- in the process of implementing the new ticketing system; switching in September
- received 50 applications for the new box office coordinator; on board in June
- all budgets have been approved
- ended our season last week; ticket sales were similar to last year
- Markham Performing Arts Awards event September 10th
- Heather Reading forwarded artist suggestions
- Feasibility Study on hold
- overall, a very good year so far

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 2019 Working Committees and Task Forces

- deferred to the next meeting
- need more people on the Gala Committee
- Amy Woods agreed to join; should Anne Gilligan be on as well?

6.2 Markham Foundation for Performing Arts Update

- nothing to report at this time

6.3 2019-2020 Diamond Season / Discovery Presentation

- 35th season of brilliant performances

7.0 WORKING COMMITTEE AND TASK FORCE REPORTS

7.1 Strategic Plan Committee – Stephen Timms, Chair

- advocacy part of this Committee
- hold a Council open house and presentation to create awareness and understanding of the contributions of the theatre

- to be held prior to the Foundation vote
- key topics:
 - theatre milestones
 - diversity impact
 - community impact
 - future plans
- bring the story to life by incorporating videos/visuals, testimonials/success stories, where possible
- incorporate impactful business numbers as part of the story
- other advocacy considerations are:
 - sponsor recognition – end of season thank you e-mail; invitation to the performing arts awards event or to the season launch
 - potential donors - invitation to the performing arts awards event; add something to the event that highlights the impact on youth

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- can confirm that IBM has renewed its support of youth tix @ \$10K

7.3 Gala Committee – Srinka Wallia

- will be meeting with the Hilton
- color scheme is rose, gold and champagne
- Kate's Garden is doing the centrepieces again
- want “unique experiences” for the silent auction
- UHS will be performing again this year
- Justin Reid has agreed to be the auctioneer

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

- nominees are –
 - professional – Canada's Ballet Jorgen
 - community group – Markham at the Movies (10th Anniversary)
 - partner – Asian Television Network (ATN)
 - ambassador (new category) – Alex and Alicia Chiu

8.0 NEW BUSINESS

- no new business

9.0 DATE OF NEXT MEETING

- Monday, May 27th, 2019; 5:30 p.m.
- Canada Room, Civic Centre

10.0 ADJOURNMENT

- 7:00 pm