

**SIXTH MEETING OF THE YEAR 2019
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, November 25th, 2019**

MINUTES

ATTENDANCE:

Present

Stephen Timms, Chair
Councillor Keith Irish
Aleem Israel
Deborah Jestin
Diane Lai
Kathy McCarty
Carrie Sally
Sophia Sun
Srinka Wallia
Amy Woods

Regrets

Suelyn Cheong
Councillor Alan Ho
Anne Gilligan
Ron Lynn
Ken MacDonald
Ron Minken
Justin Reid

Staff

Scott Hill
Eric Lariviere
Andrew Rosenfarb
Debbie Watson

Guests

Jewell Lofsky

The meeting convened at the hour of 5:35 p.m. with Stephen Timms in the Chair.

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- the gala was absolutely outstanding

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

- none

4.0 ADOPTION OF MINUTES

Moved by Srinka Wallia

Seconded by Diane Lai

THAT the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, October 28th, 2019, be approved.

Carried.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

5.1 Governance

- new theatre complex – waiting for budget to be reactivated
- feasibility study would then be slated for 2020
- Foundation – application for charitable status submitted to CRA; could take up to a year to receive approval
- meeting to frame nomination recruitment to be held in January, after which the Foundation Board can be created
- could be in place by the next gala

5.2 Programs

- programs are going well
- \$700K in ticket sales for the first time ever
- Canadian premier of SNAP!
- great diverse attendance from all over the GTA – 2,200 at 5 shows
- received a lot of positive comments
- had large Asian media press exposure
- targeted social media and grassroots marketing campaigns to the Korean community
- hired a digital production team to make a testimonial video Friday, which was on-line by Saturday morning; never done by us before but it went really smoothly
- hosted our third relaxed performance which included our first school outreach event
- very rewarding results – 140 at the school matinee and 127 at the public evening performance
- received amazing feedback
- have 3 dates set aside for next year
- unfortunately the need for this type of performance is growing because the number of people diagnosed keeps increasing
- are looking at grant possibilities for next year; could also look for sponsors
- the fact that we are taking the lead in the autism project is a win/win situation

- should be part of the component of the theatre
- getting media coverage is tough, however
- the number of performances in 2019 vs. 2018 is down because clients are cutting back on the number of dates in order to try and save money
- renting is becoming more financially difficult due to rate increases
- there have been large increases in staff rates

5.3 Results as of October 31st, 2019

- P&L YTD has a small unfavorable variance vs. budget because the gala was allocated in October rather than November

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 2019-2020 Capital Projects – Andrew Rosenfarb

- Andrew gave a presentation of both completed projects and those currently underway
- pre-approved 2020 projects have already started
- the value of capital projects is trending around a million dollars per year
- 2019 = \$1.3 million
- the replacement of the HVAC system is over \$2 million but the result will be the use of a lot less energy
- the City has been very supportive in helping maintain our assets
- they have also been very proactive in supporting our wish to be on the top of new technologies

7.0 WORKING COMMITTEE AND TASK FORCE REPORTS

7.1 Strategic Plan Committee – Stephen Timms, Chair

- as earlier reported, the Foundation work is currently underway

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- nothing to report at this time

7.3 Gala Committee – Deb Jestin, Chair

- overall pleased with how it went; the team did an amazing job
- the Hilton was not available at the regular time, however they were very helpful and the place looked gorgeous
- there is always room for improvement, i.e. tighten up the timing of the speeches next year
- Tom Cochrane was amazing, and the meet and greet went very well
- having the kids perform was important because people can see the impact of their donations; they were the highlight of the dinner
- the value of the pledges was disappointing but they were also a little awkward
- getting big donations for the live auction is the hardest part; bring back a professional auctioneer
- there were less people at the dinner than last year but November is a more difficult time to get corporations to purchase tables
- the fundraising environment is not getting any easier

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

- nothing to report at this time

8.0 NEW BUSINESS

- the Chair and Co-Chair will be appointed at the January meeting
- there should be a task force created to decide the mandate of the board after the Foundation is in place

9.0 DATE OF NEXT MEETING

- Monday, January 27th, 2020; 5:30 p.m.
- Canada Room, Civic Centre

10.0 ADJOURNMENT

- 6:40 pm