

**MINUTES**  
**HEINTZMAN HOUSE BOARD MEETING**  
**October 24 2019**

**In Attendance:** Councillor Keith Irish (Chair), Martin Barrow (City), Pamela McLennan, Ken Steinberg, Renata Richardson, Chung Seto, Grace Leung, and Julia Hamilton

**Absent:** Bob Wilson, Joanne Modugno, and Christine Schmoll (Auxiliary)

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**1. Call to Order**

The meeting was called to order at 6:35 p.m.

**2. September Board Minutes**

We were unable to review the Minutes from the last Board meeting due to a technical glitch (they were not sent out before the meeting). We agreed to defer the review and any business arising from the Minutes to the next meeting.

**3. Property Report**

There has been a lot of work completed at the House (total value approximately \$250,000) this year.

- a. The solarium glass was replaced. There are some pieces that were cracked and they will be replaced. There are some drainpipes that need to be replaced (they go through the wall). The plants were all replaced.
- b. Outstanding items
  - i. Stair runner - must be custom made
  - ii. Floor bubble and burn - quote is \$2-3K
  - iii. Electrical in kitchen for new fridge - \$1.5K
- c. 2020 planned capital expenditures
  - i. Upstairs floors to be refinished
  - ii. Adding gas fireplace insert to sitting room
  - iii. Smart boiler will replace the old boiler
  - iv. New stove
- d. November 5 to 7 has been booked for a movie shoot (Disney). \$20K for the rental. It will not affect the Craft Show. Someone asked about a parking notice and it was not clear if one had been sent out. Addendum: Keith has since confirmed that a notice was hand delivered to all residents in close proximity.
- e. YTD revenue is \$91,721 vs YTD Budget of \$85,000 and Annual Projection \$117,000
- f. The annual budget for the house is \$16,500. YTD they have spent \$32,401 including the \$5,000 for the dishwasher and \$8,000 for sheers (this will be paid for by the Auxiliary)
- g. There was some discussion about which properties Martin runs for the City. Ken and Roger asked about the house next to Thornlea Secondary School. Martin said he thinks it is owned by the City of Toronto (from when they bought the land for the reservoir).

**4. Treasurer's Report**

The Board has \$10,771.89 in the bank. There is \$5,000 outstanding from the Art Show and a \$2,000 loan to the Craft Show. This may be the largest balance in a long time. There was discussion about where these funds should be spent. Reinvest in improvements? Marketing and Promotion?

## 5. Marketing Report

- a. There was a great meeting with Markham Corporate Communications. They will do a lot of communication for free (i.e. mobile sign permitting, emails, etc.). They will put our events on the electronic notice boards, social media and on-hold messages. Markham has an allocation for the Metrolinx billboard located near the Langstaff GO Station but won't have room for the House.
- b. Craft Show - we have purchased 100 lawn signs (one-time use) and 12 larger signs (reusable). There are no dates on the large signs so they need to go up the weekend before the show. The 3 mobile signs are up. We bought 2,000 rack cards and gave 600 to the city. We should put some out at Halloween. On Facebook there are 969 contacts - but this could be from before. Next year we should have a Vendors Package so that they can promote the show to their friends/clients.
- c. Julie has been doing a lot on social media. We have 11 followers on Facebook (not good). Tagging Markham (and the Mayor) has helped.
- d. Auxiliary Plaque - 3 choices: 1) 8x11 wood 2) on rock 3) 8x6 on garden stake. Recognize their work over the years. One inside and one out?
- e. MOTION: Buy a plaque with stake for solarium to honour the Auxiliary. Moved by Renata, seconded by Chung. Discussion: Roger felt that it was overkill, we don't need anything outside. Julie pointed out that outside would be permanent. The Board rejected Roger's option of only having one. Motion passed with all but Roger in favour. Roger abstained.

## 6. Craft Show

Everything is falling into place (thanks to Joanne's hard work). They need staff - greeters, closing, dismantle, set-up. Ken suggested that next year we offer a table for a charity. Everyone liked the idea for next year. Hand off to committee to make final decision. One vendor is already donating all profits to charity.

## 7. Art Show - Renata reported for Bob.

The books are all balanced. 35 artists have agreed to come back next year and most have already paid. Room is all laid out. Triple cheque finally came in. We have decided to keep the sponsors for the Art Show and discuss other sponsorship options at the Marketing committee.

## 8. Halloween & Pumpkin Parade

- a. Lisa reported that schools are going to come during the day which could help with better coverage. They have changed the route (in the front door and out the back) to provide better flow.
- b. Alexandra will be there for the Pumpkin Parade. Chung, Lisa and Renata running it. MOTION: they would like \$100 for hot chocolate, \$20 for candles and garbage bags and \$100 for prizes. Moved by Pam, seconded by Ken - carried unanimously.

## 9. Carolling

We will have 2 separate events. The afternoon one will be utilizing the Celebrate Markham Grant. More details to follow.

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**10. Council Update**

- a. November 12 there is a meeting about Tridel. *Addendum: Markham Planning Staff have since moved the date to November 25.*
- b. Keith is meeting with the Art Curator. She thinks she may have some options but they have not specifically procured art of Thornhill or by local Thornhill artists. This will change. Greenpark purchased the Food Basics plaza 2 years ago. They just submitted their application to build 4 towers and a community park (1560 units). The Region of York has designated this location as a Major Transit Station Area and as such a site for increased density. A MTSA is the approximate 500-metre radius area (representing a 10-minute walk) around an existing or planned subway station. We do anticipate construction of a subway station here as part of the proposed Yonge North Subway Extension (from Finch to Richmond Hill Centre).

**11. Round table**

- a. Keith - talked about the Sabine table at the Craft Show. Mentioned that we should do something for Heather too. Maybe mention her at the Carolling event? She was a driving force behind the planters out front, maybe another plaque?
- b. Lisa - Celebrate Markham Grant application must be done by December 1. \$5K was requested last year, we got \$1K. Lisa said she will be leaving the Board after three years in January and needs someone to takeover the application.

**12. Adjournment**

- a. Moved by Pam and seconded by Ken.
- b. Adjourned at 8:40 p.m.