

VARLEY- MCKAY ART FOUNDATION OF MARKHAM

Monday, October 28, 2019

Varley Art Gallery

5:00 P.M. – 7:00 P.M.

MINUTES

Attendance:

Board of Directors Present: Edie Yeoman, John Ingram, Terrence A. Pochmurski, Craig McOuat, Amin Giga, James Schmidt, Lisa-Joy Facey

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

Regrets: Howard A. Back, Matthew Reilly, Carolyn Le Quere, Councillor Reid McAlpine

| Item | Discussion |
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| 1. Call to Order | The Varley-McKay Art Foundation of Markham convened at 5:10 PM. |
| 2. Disclosure of Pecuniary Interest | None. |
| 3. Changes or Additions to the Agenda | Sub-Committee Reports: Rouge: Varley Gala Committee 2019 report to be given by Francesca Dauphinais, not Amin Giga. |
| 4. Approval of the Minutes | Moved by John Ingram Seconded by Craig McOuat That the Minutes from the September 9, 2019 Varley-McKay Art Foundation of Markham Board Meeting be adopted as presented. CARRIED |

| Item | Discussion |
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| 5. Director’s Report | Rouge Varley Gala - congratulations to everyone on a fantastic evening. The evening was executed smoothly without any apparent issues. The food and dancing were a great hit with attendees and having it on a Friday instead of a weekday encouraged people to enjoy the evening longer. Acquisition - Thank you to the Acquisitions Committee and the Varley-McKay Foundation Board for the newest acquisition of the Frederick Horsman Varley, A.R.C.A. Portrait of Kathleen. This piece was purchased for less than anticipated and fits in very well in our collection and into our mandate. It is in good condition and a very welcomed addition to the Gallery. |

Support Request - Varley would like to request support in the amount of \$50,000, \$300 more than the 2019 request of \$49,700. The Director's Report has a Summary Request Chart, along with the 2020 exhibitions chart. More information on the 2020 programs will be provided at the end of the month.

OAAG Awards – Varley Art Gallery has been shortlisted for two 2019 Ontario Association of Art Galleries awards. The results will be announced at the OAAG Gala on Monday, November 25th, 2019 from 6PM-8PM at the Harbourfront Centre Theatre.

Staffing - Keltie Laidlaw, Programs Assistant, will be very much missed as she will be leaving the Varley. Interviews for the position began on October 24th and we are hoping to fill the role in the next few weeks.

Sarina Luchetta, Education Coordinator, is pursuing an intensive UEx course for 10 weeks. Former Education Assistant, Alessandra Pozzuoli, is available to fill the role during Sarina's absence.

We have hired Tracy Kong in an Education Assistant role a couple of weeks ago with the grant received from Young Canada Works (YCW) program to support this 6-month position.

Public Art – City's Public Art Master Plan has been completed and presented to the Development Services Commission. Certain aspects need to be adjusted and we will present the adjusted plan to the Development Services Committee in the new year.

Public Programs and Events – It has been a busy fall season with many events that took place. There are fewer upcoming events for the remainder of the year.

Education Programs are going very well. School bookings are going extremely well and the William J. Withrow School Visits Bursary is being used to subsidize trips to the Varley.

Facilities – The new courtyard sign is up – more people are noticing us and realizing we are an art gallery. We are now looking to get window deco's and banners to match as we can use up to 25% of windows according to the heritage bylaws.

The accessibility washroom door stopped working a week before an event the first week of October. The door was fixed by an external supplier for close to \$5,000.

Funding request – have decision made and approved in the first meeting of new year - \$300 difference from last year. We can handle this as a board over email between now and the first meeting of the new year to respond to the funding request. Approve in December meeting.

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| <p>6. Development Officer Report</p> | <p>Government Grants – We received \$16,730 from the Government of Canada as reimbursement for the Canada Summer Jobs grant program for summer of 2019.</p> <p>Rouge: Varley Gala – The event went well, without any apparent major challenges. We had 223 registered guests and with the layout, art exhibit and dance floor, we had a full room. Amanda Schmidt, Special Events Coordinator, was a great helper before and during the gala, especially with the walkie talkies. We are still processing some payments for the silent auction due to closing it after some guests had already left. In the future, the silent auction will be closed earlier to ensure most guests are present for payment and pickup. Unsold items will be put up on an online store or perhaps saved for the Vintages at Varley event. The net revenue from the gala is higher than last year as we were able to cut down on our initial costs. We will hold next year's Gala on a Friday – we are waiting to hear back from the hotel about availability.</p> <p>Work Plan for September-October 2019 – follow-up gestures for the Rouge: Varley Gala. We will create and send an online questionnaire as part of a big eblast to catch demographics and helps us to get information on other creative elements we can bring in. An ad will be placed in the Markham Economist and Sun to thank our sponsors and donors. The website will also be updated to include list of those who contributed. Thank you letters will be sent to everyone, involved, as well as tax receipts to donors and social media post-event acknowledgements.</p> <p>Volunteers for the winter session programs, events and activities are being scheduled.</p> <p>Vintages at the Varley: South African Wines – Planning and promotion of this event will begin.</p> <p>William J. Withrow Visits Bursary – promotion and use of this bursary is going very well. This bursary is used for any groups that require the bursary, not just schools, but community groups, senior groups, etc.</p> <p>MOTION to honour Howard Back's contribution to the Varley-McKay Art Foundation and the Varley Art Gallery (25 years of service) by naming and scribing an acquisition in honour of Howard Back.</p> <p>Moved by Edie Yeoman Seconded by Craig McOuat</p> <p style="text-align: right;">CARRIED</p> <p>Amanda Schmidt, Special Events Assistant, shared her reflections on her time here (September-October 2019) assisting with the Varley Gala, amongst other tasks. Her last day will be on Friday, December 13th, 2019.</p> |
| <p>7. Sub-Committee Reports</p> | <p>a) Rouge Gala Committee Report provided by Francesca Dauphinais (see Development Officer's Report above)</p> |

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| | <p>b) Vintages at the Varley Report provided by Francesca Dauphinais (see Development Officer's Report above)</p> <p>c) Development Committee No report provided.</p> <p>d) Volunteer Committee No report provided.</p> |
| 8. Financial Report | <p>Financial Report provided by Amin Giga.</p> <p>Numbers are relatively the same and donations are relatively similar (to-date) from last year. Fundraising activities – the numbers will go up once the Gala amount is included. There will be a fuller picture during next meeting as it will be closer to end of year. Total revenue will be very similar to last year and everything is stable with no real surprises and no worries.</p> |
| 9. New Business | Avery warm welcome to Lisa-Joy, our newest member. |
| 10. Next Meeting Date | The next meeting of the Varley-McKay Art Foundation of Markham will be held on December 9 th , 2019, 5 p.m. at TBC. |
| 11. Adjournment | <p>On a motion from the Board the meeting of The Varley-McKay Art Foundation of Markham adjourned at 6 p.m.</p> <p>Moved by John Ingram Seconded by Amin Giga</p> <p style="text-align: right;">CARRIED</p> |