

**FIRST MEETING OF THE YEAR 2019**  
**FLATO MARKHAM THEATRE ADVISORY BOARD**  
**CITY OF MARKHAM**  
**Canada Room, Civic Centre**  
**Monday, February 25<sup>th</sup>, 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  
Suelyn 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 26<sup>th</sup>, 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 16<sup>th</sup> 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 25<sup>th</sup>, 2019; 5:30 p.m.
- Canada Room, Civic Centre

**10.0 ADJOURNMENT**

- 6:50 pm