

**FOURTH MEETING OF THE YEAR 2019
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, September 23rd, 2019**

MINUTES

ATTENDANCE:

Present

Stephen Timms, Chair
Councillor Keith Irish
Deborah Jestin
Diane Lai
Kathy McCarty
Ken MacDonald
Carrie Sally
Sophia Sun
Amy Woods

Regrets

Suelyn Cheong
Councillor Alan Ho
Anne Gilligan
Aleem Israel
Ron Lynn
Ronald Minken
Justin Reid
Srinka Wallia
Andrew Rosenfarb

Staff

Scott Hill
Eric Lariviere
Debbie Watson

Guests

Monica Pain
Jewel Lofsky

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 back after the summer break
- introduction of the three new board members
- the existing board members are totally dedicated
- there will be a future orientation session for the new members

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 Deb Jestin

THAT the minutes of the Flato Markham Theatre Advisory Board meetings of Monday, April 29th, 2019 and Monday, May 27th, 2019, be approved.

Carried.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- great summer; activated three strategic initiatives
- new ticketing system, which was supported at all levels of the City
- superstars on the team; went above and beyond to make it happen within the time frame
- as a manager, it was great to watch the team, which was spectacular
- congratulations to the whole team
- Linda Stott (marketing and box office coordinator) really stepped up, as did Kayla VanZon (marketing lead, Interkom) to get the website done on time
- they will be making a presentation at the next meeting
- the new branding was implemented; gets great attention and positive response
- the new web site is very seamless, user friendly, enhancing customer experience
- the 2019-2020 Diamond season starts this week
- since the implementation of AudienceView, 60% of ticket sales are on-line sales
- the Mayor and Bent Jorgen will be at the opening night of Anne of Green Gables - The Ballet
- budget is on target
- Q. from Councillor Irish: is the increase in rental rates and fees causing a lull in rentals?
 - In general, it has a noticeable impact on rentals
 - commercial clients are reducing the number of days they use
 - some clients do not renew
 - community groups are going to other venues – impact noticed this last summer
 - there has been a bit of a pushback; will feel it next year
 - increase was based on the market but were and are even more the most expensive vs. comparable venues in the GTA.
 - clients are looking at other facilities that are larger and cheaper
 - schools have limited money they can charge the parents

- we are at the limit of what we can charge
 - there was a huge salary increase
 - re: drama camps fees: we are still growing and benefiting of a robust waiting list, but accessibility is getting closer to only wealthy parents being able to afford the cost
 - the situation needs to be closely monitored, hopefully we can get where we want to be budget-wise
- how effective is advertising on Diamond Season ticket sales?
 - sometimes hard to gauge; nonetheless results are positive, it is the goal to have a better handle on direct return through increasing the use of digital platforms
 - some shows need major marketing campaigns – it is a very competitive and complex environment, in addition to the fragmentation of the media platforms, and the diversity of the population
 - we have to push the envelope and continue to take calculated risks in order to engage people in culture

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 State of the Discovery Program

- Eric recognize Monica Pain, Discovery Coordinator, who has done a spectacular job in going through a major team transition, as we had to change the entire camp leadership team
- an e-mail from Aleem was read, which was a great testimonial
- very meaningful program
- Diane's daughter also went, and loved it after being apprehensive at first
- great numbers and an overall satisfaction rate of 98%
- increased enrollment by almost 70 campers

7.0 WORKING COMMITTEE AND TASK FORCE REPORTS

7.1 Strategic Plan Committee – Stephen Timms, Chair

- Foundation incorporation moving forward
- start to activate governance
- appoint a Nomination Committee
- officially announced at the MPAA's, and to be reaffirmed at the Gala

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- nothing to report at this time

7.3 Gala Committee – Deb Jestin, Chair

- meal is almost finalized; there will be a dessert with the new logo
- wine raffle is an easy, quick sell
- UHS is again playing at the Hilton and then in the theatre lobby
- still selling corporate sponsor tables at a minimum of \$5,000
- \$115,000 gross revenue at this point
- a lot of work to organize
- Justin is going to be the auctioneer, but we need an MC

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

- an amazing event which was highly attended
- people stayed to the very end
- the awards were lovely
- our way of celebrating performing arts in Markham
- the most difficult part is picking the winners
- a few minutes of silence for Kerry Stratton was a very thoughtful gesture

8.0 NEW BUSINESS

- no new business

9.0 DATE OF NEXT MEETING

- Monday, October 28th, 2019; 5:30 p.m.
- Canada Room, Civic Centre

10.0 ADJOURNMENT

- 7:05 pm