

FIFTH MEETING OF THE YEAR 2019
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, October 28th, 2019

MINUTES

ATTENDANCE:

Present

Stephen Timms, Chair
Anne Gilligan
Councillor Alan Ho
Councillor Keith Irish
Aleem Israel
Ron Lynn
Kathy McCarty
Ken MacDonald
Ronald Minken
Carrie Sally
Sophia Sun
Srinka Wallia
Amy Woods

Regrets

Suelyn Cheong
Deborah Jestin
Diane Lai
Justin Reid

Staff

Scott Hill
Eric Lariviere
Andrew Rosenfarb
Debbie Watson

Guests

Linda Stott
Kayla van Zon

The meeting convened at the hour of 5:30 p.m. with Stephen Timms in the Chair.

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- last meeting before the Gala
- special guests – Linda Stott and Kayla van Zon
- new board members reintroduced themselves

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 Srinka Wallia

THAT the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, September 23rd, 2019, be approved.

Carried.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- strategic initiatives activated –
 - new brand identity
 - Markham Foundation for the Performing Arts
 - new website – www.markhamtheatre.ca
 - new ticketing system – AudienceView
- Foundation Nomination Committee met to define governance and recruit founding members
- will look into resuming the feasibility study for a new theatre complex
- starting to work on pre-approved 2020 capital projects; have had great City support
- big one – HVAC replacement – will require that the theatre be closed for a couple of months during the fall of 2021
- the Diamond Season is going well, an early highlight was the Ontario premiere of Anne of Green Gables, great success at all levels
- at this point, overall ticket sales are approximately 15% above last year
- a lot of work has been done over the last couple of years in creating the Foundation, which is a major milestone; incorporation is now completed; request for charitable status has been activated.
- Question about the process and criteria in renting to commercial promoters: some promoters rent the theatre on the same basis as the other clients; however, due to the number of seats, FMT is not an attractive proposition for commercial ventures. Content is usually not a criteria, as long as the content is legal, and not against City policies, they can rent.
- HR questions: we are having trouble retaining specialised stage technicians i.e. lighting designers and house managers because we are losing them to the private sector (better pay) or other municipal venues (for most of the other municipal venues, it is our understanding that other venues have more full time tech staff than we do)
- We have the same situation with house managers; we train them and they go elsewhere.

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 New CRM and Ticketing System; new Web Site – Linda Stott, Kayla van Zon

- Linda and Kayla gave a presentation regarding the changes that have been made over the last few months (see attached)
- it is a beautiful website
- the Board loves every part of the outcome

7.0 WORKING COMMITTEE AND TASK FORCE REPORTS

7.1 Strategic Plan Committee – Stephen Timms, Chair

- nothing to report at this time

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- the focus has been on the Gala and Foundation
- all sponsors have been renewed; they are very loyal supporters

7.3 Gala Committee – Deb Jestin, Chair

- still looking for bottles of wine and silent auction donations
- did a menu tasting and the meal has been chosen
- auction items are coming in but there is room for more
- still have 10 tables to sell
- Justin Reid will be doing the live auction
- the MC is Lloyd Robertson, former notorious CTV news anchor.

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

- nothing to report at this time

8.0 NEW BUSINESS

- Stephen Timms will be stepping down at the end of his term
- he is not just walking away; there should be a task force for advocacy of the Board after the Foundation is in place

9.0 DATE OF NEXT MEETING

- Monday, November 25th, 2019; 5:30 p.m.
- Canada Room, Civic Centre

10.0 ADJOURNMENT

- 7:00 pm