

Varley-McKay Art Foundation of Markham
January 20, 2020
Art Gallery
5:00 PM

Attendance:

Board of Directors Present: Terrence Pochmurski, Chair, Councillor Reid McAlpine, Joseph Schmidt, Amin Giga, Craig McQuat, Mathew Reilly, Edie Yeomans, and Carolyn Le Quere (tele-conference)

Staff: Niamh O’Laoghaire, Director, Varley Art Gallery, Francesca Dauphinais, Cultural Development Officer, Amanda Schmidt, Assistant, Culture and Economic Development, Laura Gold, Council/Committee Coordinator

Observer:

Regrets: John Ingram, and Lisa Joy-Facey

Item	Discussion	Action
1. Call to Order	The Varley-McKay Art Foundation of Markham convened at 5:10 PM with Terrence Pochmurski in the Chair.	
2. Changes to the Agenda	The following item “Staff for the Foundation” was added to the agenda, but was not discussed, as it was later removed from the agenda.	
3. Review of the Minutes	Moved by Jim Schmidt Seconded by Councillor Reid McAlpine That the Minutes from the October 28, and December 10, 2019 Varley-McKay Art Foundation of Markham be received. Carried	

Item	Discussion	Action
4. Memorandum of Understanding Update	<p>Terrence Pochmurski presented the following proposed edits to the Memorandum of Understanding (MOU):</p> <ul style="list-style-type: none"> • Remove the Volunteer Committee; • Remove the need to prepare a Strategic Plan on an annual basis; • Look at possibly modernizing the goals of the gallery. <p>The Development Officer suggested clarifying both the City's role and the Foundation's role in managing the Foundation's volunteer program in the MOU.</p> <p>The Clerk advised that the Board will need to pass a resolution approving the final version of the updated MOU. The Director of the Gallery will then need to prepare a Report to Council to obtain Council's endorsement of the proposed changes to the MOU.</p>	<p>Bring back final version of MOU for Board's approval – Chair and Vice-Chair</p>
5. Director's Report	<p>Niamh O'Laoghaire, Director, Varley Art Gallery, Director of the Varley Art Gallery presented her Director's Report. Some of the highlights of the report included:</p> <p><u>Attendance</u> Attendance at the Gallery increased in 2019 by 6,392 people. Staff have discussed how attendance at the Gallery should be counted, and have agreed to count everyone that enters the gallery towards the attendance.</p> <p><u>Social Media</u> The Varley now has 1,500 followers on Instagram.</p> <p><u>OAAG Award</u> The Varley Art Gallery was awarded an OAAG Exhibition of the Year Award for <i>Moving Through Darkness into the clearing</i> at the OAAG Gala on November 25, 2019 at the Harbourfront Centre Theatre.</p>	

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	<p><u>PIA Sponsorship</u> The Varley Art Gallery will be receiving \$5,000 in sponsorship from Partners in Art (PIA) to be used to support the upcoming exhibition <i>Emotional Landscapes</i> curated by Tak Pham, which opens on February 15, 2020 at the Gallery. The Foundation played an important role in obtaining this sponsorship.</p> <p><u>Canadian Art</u> The Varley's exhibition <i>Filling the Klein bottle</i> has made it to <i>Canadian Art's</i> "What to See in 2020" list.</p> <p><u>2020 Contact Photography Festival</u> The Varley's two major 2019 summer exhibitions, Jessica Thalmann's, <i>Two Truths and a Lie</i>, and <i>Memorial Geographies</i> will be presented as "featured exhibitions" in the 2020 Contact Photography Festival, which is the largest photography festival in the world.</p> <p><u>Varley-McKay Art Foundation of Markham Funding Request</u> The Board approved the Director of the Gallery's request for \$50K to support the Gallery's programs.</p> <p>Moved by Edie Yeomans Seconded by Craig McQuat</p> <p>That the Varley-McKay Art Foundation of Markham approve the transfer of \$50K to the Gallery to be put towards its programs.</p> <p style="text-align: right;">Carried</p> <p><u>Exhibitions</u></p>	

Item	Discussion	Action
	<p>The 2020 Exhibition Schedule was presented to the Board.</p> <p><u>Staffing Updates</u> A staffing update was provided.</p> <p><u>Public Programs and Events</u> An update on the Varley's public programs and events was provided. It was noted that the small ceremony honouring outgoing Board Member Howard Back was a success.</p> <p><u>Education Programs</u> The Gallery has received a steady stream of educational bookings, but has received recent cancellations due to the teachers' strike.</p> <p><u>Facilities</u> The renovation of the Deacon Kitchen is complete. The Board was encouraged to view the new kitchen after the meeting.</p> <p>The Varley had to close on January 14, 2020 for a short period of time due to the lobby not being fit for staff or the public, as a result to work being done to replace the HVAC system.</p>	
<p>6. Development Officer Report</p>	<p>2. Development Officer Report Fran Dauphinais, Development Officer presented her report. Some of the highlights of the report included: <u>Rouge: Varley Gala</u></p> <ul style="list-style-type: none"> • Net revenue for the 2019 Gala - \$26,682.45 <p>The Givergy Proposal was presented as an option for conducting the 2020 auction at the Gala.</p>	

Item	Discussion	Action
	<p>Some of the benefits of the proposal included:</p> <ul style="list-style-type: none">• Reduces the cost of hosting the auction;• Provides a lot more options, such as the auction can serve a broader audience, as people not in attendance at the event can participate in the auction;• Makes the auction more interactive;• Reduces the need for paper ballots, as participants will bid on items through their phone by connecting through a URL or through iPads, which will be provided by Givergy and available for use at the event;• Eliminates the need for signs;• Other companies are happy with their services - the Calgary Ronald McDonald House has used Givergy for approximately 6 years to run their charity auction;• Has vacation packages that can be purchased at a reasonable price;• Does not require the Foundation to use any of Givergy's items for its silent auction. <p>A professional auctioneer would still be required to run the auction. A quote from the Auctionista has been received for \$2,500, but the Board will likely go with a less expensive auctioneer.</p> <p>Moved by Craig McQuat Seconded by Edie Yeomans</p> <p>That the Board approve using Givergy to run its auction for the 2020 Rouge Gala. Carried</p>	

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	<p><u>Vintages at the Varley</u></p> <ul style="list-style-type: none"> • Lead sponsor – Wines of South Africa - will be providing the wine (in-kind); • Entertainment Sponsor – Cattnach Hindson Sutton VanVeldhuizen - \$1,000; • Supporting Sponsors – UBIA and Royal Envelopes - \$500 each; • Each Director was requested to sell 6-10 tickets each (the tickets cost \$75 each). 	<p>Sell 6-10 tickets to the Vintages at the Varley - all Board of Directors</p>
<p>7. Sub-Committee Report</p>	<p>There were no Sub-Committee reports provided at this time, as the events were discussed under the Development Officer Report.</p> <p>The Board was encouraged to focus on selling tickets and getting sponsorship for its fundraising events.</p> <p>Foundation Staff are currently looking at the possibility of selling advertising space on the Foundation's website, and in the Gala's Program. The Foundation would control which type of advertisements are permitted.</p>	
<p>8. New Business</p>	<p>The Development Officer requested that the Board review the Our Forté's Board Engagement and Donor Prospect Plan, suggesting that improving Board Engagement could expand the Board's fundraising capacity.</p>	<p>Review the Board Engagement Package – All Board of Directors</p>
<p>9. Meeting Dates</p>	<p>The Board approved the following 2020 meeting dates:</p> <ul style="list-style-type: none"> • March 9, 2020 • April 27, 2020 • June 8, 2020 AGM, and Board Meeting immediately following • September 14, 2020 • October 19, 2020 • December 7, 2020 	<p>Send out the Outlook meeting requests for 2020 – Laura Gold</p>

Item	Discussion	Action
	The Clerk was requested to send out the Outlook meeting requests for the 2020 meeting dates.	
10. Adjournment	The Varley-McKay Art Foundation of Markham adjourned at 6:28 PM.	

List of Action Items

Action	Meeting Date	Member Responsible for Completion of Task	Status
1. Inquire why the Foundation is not eligible to be issued a raffle license	December 9, 2019	Laura Gold	Waiting for response.
2. Continue to work on getting a credit card for the Foundation,	December 9, 2019	Francesca Dauphinais, and Terrence Pochmurski	
3. Present Final Version of Updated Memorandum of Understanding to the Board.	January 20, 2020	Terrence Pochmurski and Craig McQuat	
4. Review the Board Engagement Package	January 20, 2020	All Directors	
5. Send out the Outlook meeting requests for 2020	January 20, 2020	Laura Gold	