

Varley-McKay Art Foundation of Markham
Minutes
February 1, 2021
5:00 PM

Attendance:

Board of Directors Present: Terrence Pochmurski, Chair, Councillor Reid McAlpine, Craig McQuat, Vice-Chair, Amin Giga, Treasurer, Jim Schmidt, Edie Yeomans, Carolyn Le Quéré, Mathew Reilly, Lisa Joy-Facey, and John Ingram

Staff Present: Niamh O’Laoghaire, Director, Varley Art Gallery, Francesca Dauphinais, Cultural Development Officer, and Laura Gold, Council/Committee Coordinator

Regrets: none

Item	Discussion	Action
1. Call to Order	The Varley-McKay Art Foundation of Markham convened at 5:05 PM with Terrence Pochmurski in the Chair.	
2. Approval of Minutes	Moved by Craig McQuat Seconded by Edie Yeomans That the December 5, 2020 Varley-McKay Art Foundation of Markham Minutes be approved. <div>Carried</div>	
3. Business Arising from The Minutes	Terrence Pochmurski, Chair and Niamh O’Laoghaire, Director, Varley Art Gallery still need to meet to discuss the Memorandum of Understanding (MOU).	
4. Directors Report	Niamh O’Laoghaire, Director, Varley Art Gallery presented her Director’s Report. Some of the highlights of her report included: <u>Sad News</u> Jack MacQuarrie a significant patron and donor to Varley Art Gallery passed away on January 10, 2021 at the age of 95. Jack donated 22 pieces of work by the Group of Seven to the Varley Art Gallery. <u>Exhibitions</u> The Varley Art Gallery has been closed since December 14, 2020 due to a new lockdown being declared. The exhibit schedule shared with the Board in December	

Item	Discussion	Action
	<p>remains mostly the same. The only difference is that installation of the exhibit <i>De/Re Constructing Space</i> was not fully completed and the run of all the exhibitions may be extended if the lockdown continues, as they were supposed to run from January 16 – May 2, 2021.</p> <p><u>Staffing Updates</u> The staffing model at the Gallery remains the same as it was in December, except John Abrams was able to return to help with the installation of the new exhibits until the emergency order was declared. Since this time, all staff are now working from home.</p> <p><u>Grants</u> A grant application was submitted to the federal government's Canada Summer Jobs Program for up to ten staff.</p> <p><u>Public and Education Programs</u> Due to the state of emergency declared by the Government of Ontario it was determined not appropriate to proceed with the Lunarfest 2021 installation in the Varley courtyard. The Asian Canadian Special Events Association has been very understanding about the situation, and looks forward to opportunities to collaborate with the Varley in the future.</p> <p>The Gallery has also planned virtual online programs, a virtual lunch and learn, virtual school studio workshops, a virtual Varley Lounge, and a virtual youth program.</p> <p><u>Public Art</u> Plans for the installation of a temporary public art work in the Varley courtyard April through August 2021 continue, despite the shutdown.</p> <p><u>Discussion</u> The Board suggested that the Gallery should charge for the virtual school workshops in the future if they are successful, understanding that it would be challenging to charge for the workshops at this point in time due to other Galleries providing a similar service for free. It was also suggested the William J. Withrow School Visits</p>	

Item	Discussion	Action
	Bursary be put towards the cost of the workshops, as there are currently no in person school visits at the Gallery.	
5. Development Officer Report	<p>Francesca Dauphinais, Cultural Development Officer provided the following report:</p> <p><u>Vintages at the Gallery</u> The Vintages at the Varley event will be held virtually this year. The event will involve the testing of three wines instead of 16 wines. Each ticket holder will be provided with full bottles of wine, and possibly a boxed dinner from a local restaurant. Local restaurants are being approached regarding collaborating with the Gallery to provide the dinner boxes. The package and price will be attractive to the target audience.</p> <p><u>Gala</u> The Gala will be held as a virtual event again this year. Looking at ways to make the event more engaging in its virtual format.</p> <p><u>Marketing of Gallery Programs and Assisting with Volunteer Training</u> Currently, assisting with the marketing of the Gallery Programs and with the training of volunteers to deliver virtual programs.</p> <p><u>Development strategy for 2021 -2022</u> The Development Strategy for 2021-2022, was created to show the Board that by applying for grants provided by private organizations the Foundation could increase the amount of funds it raises. It is also to show that the Foundation has to diversify its fundraising strategy, and that it cannot depend only on fundraising events.</p> <p>Funds to purchase a membership for a fundraising grant database and for Board Donor Development training were requested. A formal request will be made at the next meeting. At this point, the initiatives being proposed are still being explored. There is a possibility that the cost of the Board</p>	

Item	Discussion	Action
	<p>training may be shared with the Friends of the Markham Museum Board, and the Theatre Advisory Board. The total estimated cost of the grant database membership and the training is \$9K.</p> <p>Lisa Joy-Facey suggested that Grant Advance is a really good platform to use to help find grants.</p>	
6. Sub-Committee Report	<p>A. <u>Vintages at the Varley</u> An update on the Vintages at the Varley was provided under the Development Officer Report.</p> <p>B. <u>Rouge Varley Gala Report</u> An update on the Rouge Varley Gala was provided under the Development Officer Report.</p> <p>C. <u>Development Committee</u> An update on the Development Committee was provided under Development Officer Report.</p> <p>D. <u>Art Acquisition Report</u> There was no Art Acquisition Report.</p>	
7. Finance Report	<p>Amin Giga, Treasurer presented the Varley-McKay Statement of Financial Position, as of December 31, 2020. In 2020, both revenue and expenses were less due to the pandemic. The Foundation's total deficit in 2020 is \$43K, which is less than the deficit in 2019. The deficit is being funded via cash reduction.</p>	
8. New Business	<p>Francesca Dauphinais advised that she will mail out the tax receipts next week when she is in the office.</p>	
9. Next Meeting Date	<p>The following meeting dates were approved for 2021:</p> <ul style="list-style-type: none"> • March 15 • April 12 • June 7 • September 13 • October 18 • Nov 8 <p>The Board requested that the 2021 AGM be scheduled prior to the September 13 meeting if possible.</p>	<p>Schedule the 2021 AGM meeting prior to the September 13 meeting if</p>

Item	Discussion	Action
		possible – Laura Gold
10. Adjournment	The Varley-McKay Art Foundation of Markham adjourned at 6:05 PM.	