

Varley-McKay Art Foundation of Markham
Minutes
March 15, 2021
5:00 PM

Attendance:

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

Staff Present: Niamh O’Laoghaire, Director, Varley Art Gallery; Francesca Dauphinais, Cultural Development Officer; Christina Kakaflikas, Director, Economic Growth, Culture & Entrepreneurship; and Scott Chapman, Corporate Privacy & Records Coordinator

Regrets: Mathew Reilly

Item	Discussion	Action
1. Call to Order	The Varley-McKay Art Foundation of Markham meeting convened at 5:02 PM with Terrence Pochmurski presiding as Chair.	
2. Disclosure of Pecuniary Interest	None disclosed.	
3. Additions / Changes to the Agenda	There were no additions or changes to the agenda.	
4. Approval of Minutes	Moved by Craig McOuat Seconded by Edie Yeomans That the minutes of the Varley-McKay Art Foundation of Markham meeting held February 1, 2021 be approved as distributed. Carried	
5. Business Arising from The Minutes	a) <i>MOU Update</i> Terrence Pochmurski, Chair, distributed a draft containing proposed updates and revisions to the Memorandum of Understanding (MOU) between the Varley-McKay Art Foundation and the City of	

Item	Discussion	Action
	<p>Markham. It was requested that the Board members review the revised MOU draft and provide feedback for discussion at the next scheduled Board meeting.</p>	
<p>6. Director's Report</p>	<p>Niamh O'Laoghaire, Director, Varley Art Gallery, provided the Board with an overview of the report, which included the following highlights:</p> <p><u>Exhibition Schedule</u> Planning on the exhibition schedule is proceeding as previously outlined, with three shows ready to open and a fourth nearing completion. All may be able to open by the beginning of April, subject to authorization from the City in respect of public health and operating guidelines.</p> <p><u>Staffing Updates</u> The two staff positions funded through Canada Summer Jobs Program concluded at the end of February. The two Young Canada Works positions will remain active until the end of March.</p> <p><u>Grants</u> Since the Board's last meeting, the Gallery has secured a number of grants, including a recovery fund grant from the Ontario Arts Council (OAC); project grants from the OAC, Canada Council for the Arts, and Museum Assistance Program (MAP); and the expected funds from the Canadian Museums Association for the two Young Canada Works positions. The Director has also assisted with applications submitted for the TD Bank Connected Communities grant and the Canada Healthy Communities Initiative grant.</p> <p><u>Public and Education Programs</u> Following the initial cancellation of the 2021 LunarFest Varley Courtyard installation due to public health conditions, the Gallery has agreed to a revised proposal submitted by the Asian Canadian Special Events Association to proceed in the month of April. Mock-ups of the proposed lanterns to be featured in the installation were shared with the Board members.</p>	

Item	Discussion	Action
	<p>Over the month of February, the Gallery hosted various virtual youth education programs, including a series of Varley Lounge sessions, 'Draw with Me!' studio workshops, and a 5-day workshop in Procreate. Staff noted that the workshops have been very well received by participating teachers and students.</p> <p><u>Public Art</u> The temporary public art installation in the Varley Courtyard has been moved to the beginning of June, where it will remain until mid-October to overlap with an exhibition at the Museum of Contemporary Art (MOCA) in Toronto.</p> <p><u>Request for Funding</u> A request for financial support in the amount of \$47,000 was submitted to the Foundation for exhibition and public education programming, assistance with the conservation of the 470 works transferred from the Art Gallery of Ontario (AGO) as part of the MAP grant, and staff professional development. It was noted that each of the items included in the request supports the Gallery's core functions and strategic objectives as endorsed by the Board and Markham City Council, and that the amount requested is consistent with the allocations authorized by the Board in each of the previous two years.</p> <p>The Board consented to consider this matter further as part of the Treasurer's updated Financial Report and 2021 Budget Plan proposal.</p>	
<p>7. Development Officer Report</p>	<p>Francesca Dauphinais, Cultural Development Officer, provided the Board with an overview of the report, which included the following highlights:</p> <p>a) <u>Vintages at the Varley</u> Partnerships for this year's virtual event have been confirmed with Wines of South Africa and CharBox. Ticket prices are still to be determined, but will likely range around \$120 and include three bottles of wine, a small charcuterie box for two people, and a \$20 donation to the Foundation. The event will</p>	

Item	Discussion	Action
	<p>also feature an online sale rather than an auction in consideration of the costs of retaining an online auction service and the expected size of the event. Staff offered their appreciation to any Members of the Board who may help assist in offering any additional items for sale.</p> <p>Staff are in the process of securing funds for two additional event sponsorships. A sponsorship package is being developed and will be shared with the Board shortly. Staff expressed appreciation for any members who might assist in securing additional sponsorships.</p> <p>There was discussion regarding the logistics and operating protocols for distributing and/or delivering the wine and charcuterie boxes to attendees in advance of the event. Members of the Board noted the importance of providing registrants with the most convenient and accessible means of receiving the event items in order to participate. Staff advised that they are continuing to work with Wines of South Africa and CharBox to determine potential options for distribution.</p> <p>There was also discussion regarding the maximum number of participants that may be accommodated at this year's event based on wine inventory. Staff advised that they anticipate a maximum of 70 registrants based on participation levels from previous years and from the Gallery's virtual events held to-date. It was also noted that, as the ticket price will likely be greater than that of last year's cancelled in-person event, the Foundation might be required to absorb some costs to honor tickets previously purchased/donated and credited for last year's event.</p> <p><u>Other Virtual Fundraisers</u> Members of the Board were encouraged to participate in and share the links to the various virtual fundraising initiatives on the Foundation's website, including partnerships with Indigo and Plantables. A donation</p>	

Item	Discussion	Action
	<p>form and teams have also been created on Simplyk, a free peer-to-peer fundraising platform.</p> <p><u>Rouge: Virtual Varley Gala</u> Plans are underway for this year's virtual gala with an event date of Friday, October 15. The event will be hosted by Givergy and feature a virtual gala and auction. Sponsorship packages for the event will be ready to be circulated by the end of March. Event entertainment and ticket prices are still being determined, and will be further discussed at the next Sub-Committee meeting.</p> <p>It was noted that the Sub-Committee has discussed additional fundraising and engagement activities during the lead-up to the gala, such as a series of virtual 'Paint and Sip' parties.</p> <p>There was discussion regarding the potential need to prepare printed sponsorship packages to distribute as businesses begin to re-open.</p> <p><u>Grants and Sponsorship Requests</u> In addition to those identified in the Director's Report, funding requests have been submitted to Air Canada, the TD Connected Communities – Arts and Culture Grant, and the Community Foundations of Canada. Additional project funding proposals will be managed through the Grant Advance system.</p> <p><u>Volunteers</u> Volunteer docents have been actively involved in training and delivering virtual education programs throughout February and into March. It is hoped that the Foundation will be able to re-expand its volunteer program in 2021 pending appropriate public health and operating conditions.</p>	
<p>8. Sub-Committee Report</p>	<p>b) <u>Rouge: Virtual Varley Gala</u> An update on the Rouge: Virtual Varley Gala was provided as part of the Development Officer's Report.</p>	

Item	Discussion	Action
	<p>c) <u>Art Acquisition Committee</u> There was no update from the Art Acquisition Committee.</p> <p>d) <u>Vintages at the Varley</u> An update on the Vintages at the Varley event was provided as part of the Development Officer's Report.</p> <p>e) <u>Development Committee</u> There was no update from the Development Committee.</p>	
<p>9. Financial Report</p>	<p>Amin Giga, Treasurer, reviewed the Varley-McKay Art Foundation's Statement of Financial Position as of February 28, 2021, and presented the Board members with the proposed 2021 Budget Plan developed in consultation with the Chair, Vice-Chair, City Council representatives, and Gallery and City staff. Expected revenues and expenditures for 2021 were reviewed in detail and compared against financial activity from the previous year.</p> <p>It was noted that the City of Markham has committed to contribute approximately \$45,000 to the Foundation in 2021 to assist with operating costs, which will help alleviate financial pressure associated with the existing budget deficit. It was also noted that the proposed 2021 Budget Plan includes the funding allocation requested in the Director's Report for exhibition- and public education-related programming, support for the conservation of works transferred from the AGO to the Gallery, and staff professional development.</p> <p>The Board discussed the potential financial impact of the request put forward in the Director's Report. It was advised that the amount requested is consistent with the allocations authorized by the Board in each of the previous two years. It was also noted that staff and the Board may be required to revisit any funding decisions if circumstances evolve which impact projected programming plans.</p>	

Item	Discussion	Action
	<p>Moved by Amin Giga Seconded by Craig McOuat</p> <p>That the Varley-McKay Art Foundation of Markham authorize a funding allocation in the amount of \$47,000 for 2021 exhibition and public education programming, support for the conservation of works transferred from the Art Gallery of Ontario, and Varley staff professional development, as outlined in the request submitted as part of the Director's Report dated March 15, 2021.</p> <p style="text-align: center;">Carried Unanimously by the Members Present</p> <p>Moved by Amin Giga Seconded by Edie Yeomans</p> <p>That the 2021 Budget Plan for the Varley-McKay Art Foundation of Markham be approved as presented, subject to no substantial changes to projected operating conditions or considerations arising from additional feedback from the City of Markham.</p> <p style="text-align: center;">Carried Unanimously by the Members Present</p>	
10. New Business	The Board recognized and congratulated Vice Chair Craig McOuat for being awarded the 2020 Business Employer of Excellence Award by the Markham Board of Trade.	
11. Future Meeting Dates	The next meeting of the Varley-McKay Art Foundation of Markham will be held on April 12, 2021.	
12. Adjournment	The Varley-McKay Art Foundation of Markham meeting adjourned at 6:25 PM.	