

Varley-McKay Art Foundation of Markham
Minutes
April 12, 2021
5:00 PM

Attendance:

Board of Directors Present: Terrence Pochmurski (Chair), Craig McOuat (Vice Chair), Amin Giga (Treasurer), John Ingram, Carolyn Le Quéré, Jim Schmidt, Edie Yeomans, Mathew Reilly, 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

Scribe: Anna Lee

Regrets: Lisa Joy-Facey

Item	Discussion	Action
1. Call to Order	The Varley-McKay Art Foundation of Markham meeting convened at 5:10 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 Jim Schmidt Seconded by Craig McOuat That the minutes of the Varley-McKay Art Foundation of Markham meeting held March 15, 2021 be approved as distributed. Carried	
5. Business Arising from The Minutes	None disclosed.	

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<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></p> <p>The schedule for exhibitions remains as previously reported. Opening to the public is unlikely in April, possibly in May, depending on the City's reopening plans. The digital version of exhibitions needs some light editing and clearance by the artists, but this should be completed, very soon.</p> <p><u>Staffing Updates</u></p> <p>2 Young Canada Works placements completed their internships on March 31st, 2021. The Education Assistant, Denise Chan, will stay on until end of June 2021 due to the popularity of the Virtual Education programs she has been leading.</p> <p><u>Grants</u></p> <p>We have been working with CorpCom on the Markham Volvo sponsorship opportunity. The total is \$12.5K, with \$6.5K for Varley. We would have a Volvo vehicle parked on the courtyard at the front of the Gallery in May and in the McKay driveway, June-August. CorpCom has been very helpful in initiating these conversations with Volvo. We hope to continue this relationship in the future.</p> <p><u>Public and Education Programs</u></p> <p>Lunarfest 2021 – 6 lanterns have been installed in the courtyard and will remain for most of April. They have Canadian designs as a cross cultural integration and collaboration.</p> <p>Online programs – these include drawing workshops led by Denise Chan while Docents present the Friday Varley Lounge. Changes were made to the programs, the high school (grade 9-12) programs were removed, due to reduction in staff and based on demand. Programs continue to be very successful – March had 15,076 attendees, up from 10,444 in February. April numbers will most likely go down due to 'March Break' that is happening this month.</p>	

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	<p><u>York University</u> The new York University campus is opening Fall 2023. The EGCE Director and Culture Managers met representatives of York University's School of Arts, Media, Performance and Design (AMPD) on April 1st, 2021 to discuss possible collaborations between AMPD and Culture.</p> <p><u>Public Art</u> The Interdepartmental Working Group mandated in the new Public Art Master Plan met today. The Public Art Curator also met with members of York University's AMPD on April 2, to discuss public art projects.</p> <p><u>Facilities</u> April 2021 will see some renovations and enhancements, such as new speakers in the Deacon Room and enhanced sound in the lobby. There are also plans to install track lighting in the Paint Studio and Stollery Room for in-person art classes and camps. The contract for this work has been awarded. Other projects this year is to include a new furnace/HVAC system for McKay Art Centre and a new floor for the Varley lobby.</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><u>Vintages at the Varley</u> Tickets will be \$135, including an additional bottle for a total of 4 bottles with delivery and a Charbox. The Charbox will be delivered to the gallery June 23rd and pickups scheduled 12PM-5PM. There is a \$35 donation atop per ticket sale directly to Varley.</p> <p>Sponsors confirmed from 2020 are being honoured this year. Thank you to Jim Schmidt and John Ingram for their donations (\$500 each).</p> <p>The online sale will be smaller than what is usually done for the Gala. The SimplyK ticketing system we will</p>	

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	<p>be using won't charge us. They ask for donations to cover the transaction charges (something to consider for future events whether it is virtual or in person).</p> <p>Sponsorship package is available for download from website – can download, print and/or email. The goal is to sell at least 30 tickets. Support will be appreciated to sell tickets. We will need to send information to the (wine) importer by beginning of June.</p> <p>The report has information about other virtual fundraisers.</p> <p><u>Rouge: Virtual Varley Gala</u> Plans are underway for this year's Virtual Varley Gala, with an event date of Friday, October 15th, 2021. Working on confirming The Spoons to perform. Ticket price consensus reached by end of this month (April 2021) – last year tickets were \$50. Virtual Paint and Sip party in September, possibly in August, as supplementary/additional revenue.</p> <p><u>Grants and Sponsorship Requests</u> Letters of Inquiry were sent out in March and we are hoping to hear back from potential funders asking for additional information.</p> <p><u>Volunteers</u> The engagement of our core group is very encouraging. Our 7 Docents are quite active and combined with training dedicated almost 53 hours of their time, with 30-minute Friday Varley Lounge virtual education sessions.</p> <p>Social media and promotions (marketing work) may need to be outsourced for events. \$800 was top end to work on social media promotions. Short-term contact for 1-2 months and then formal hiring process once we have Canada Summer Jobs Grant. This person could also help with the branding makeover and revamp. There is a business case for this, however, there is no</p>	

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	process in place to hire someone external, so further conversation is required.	
8. Sub-Committee Report	<p>a) <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> <p>b) <u>Art Acquisition Committee</u> There was no update from the Art Acquisition Committee.</p> <p>c) <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>d) <u>Development Committee</u> There was no update from the Development Committee.</p>	
9. Financial Report	There was no update, as the March 31 st , 2021 Financials are not ready this early in the month (April 2021).	
10. New Business	Board Chair Terrence Pochmurski indicated that the 2006 MOU (Memorandum of Understanding) between the City and the Foundation needs to be streamlined in what we are reporting. There should be a strategic plan for the foundation. This can be general and not specified. The Board needs criteria and expectations outlined for Board Members regarding their support of foundation events. Objectives, achievements and contributions can be formalized. These would be on a voluntary basis, as expectations, not a mandate imposed on Members. One criterion could be that everyone on the Board should be a Member of the Gallery. Revisit the Directors' Manual, which will be circulated to all Board Members, for comments and feedback. Niamh O'Laoghaire will look into what we currently have in other documents and packages.	Terrence Pochmurski will reach out to Laura Gold, Markham Council/ Committee Coordinator, for the City Advisory Board Members guidelines and will circulate a proposal. Niamh O'Laoghaire will also reach out to Mona

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	A job description to determine who are the best candidates for Board Members and identifying who to recruit. Terence Pochmurski will reach out to Laura Gold, Markham Council/Committee Coordinator, for the City Advisory Board Members guidelines and will circulate a proposal. Niamh O'Laoghaire will also reach out to Mona (City HR), for any information.	(City HR), for any information.
11. Future Meeting Dates	The next meeting of the Varley-McKay Art Foundation of Markham will be held on June 7, 2021.	
12. Adjournment	The Varley-McKay Art Foundation of Markham meeting adjourned at 6:10 PM.	