

Varley-McKay Art Foundation of Markham
Minutes
September 13, 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, and Councillor Reid McAlpine, Christina Kakaflikas, Acting Director, Economic Growth, Culture and Entrepreneurship at City of Markham

Staff Present: Niamh O’Laoghaire, Director, Varley Art Gallery; Francesca Dauphinais, Cultural Development Officer, Varley Art Gallery; Ivy Pan, Special Events Assistant, Varley Art Gallery

Regrets: Lisa Joy-Facey

Item	Discussion	Action
1. Call to Order	The Varley-McKay Art Foundation of Markham meeting convened at 5:00 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 April 12, 2021 & June 7, 2021 be approved as distributed. Carried	
5. Business Arising from The Minutes	None disclosed.	
6. Director’s Report	Niamh O’Laoghaire, Director, Varley Art Gallery, provided the Board with an overview of the report, which included the following highlights:	

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	<p><u>Summer Social Event</u> Congratulations to the Board on last week’s Summer Social event. It ran smoothly and was very well received. Big thank you to Ivy Pan, Special Events Assistant, for emceeing and animateurs Katherine Dick and Natalie Lam for amazing tours of the Varley exhibitions.</p> <p>We are looking to continue Varley online exhibitions but will need to visit the issue of copyright fees to ensure these can be held on a continuous basis.</p> <p><u>Exhibitions</u> Three of four shows on display came to an end: <i>Jessica Thalmann - two truths and a lie, [De]/[Re] Constructing Place, Luke Parnell - repeat the chorus three times</i>. These are still available online and tours can be arranged via the Foundation’s Gallery animateurs.</p> <p>The major fall exhibition, <i>Elusive Desires: Ness Lee and Florence Yee</i>, is currently being installed with completion date by September 25. A live virtual opening will be held on Friday, September 24, 2021 from 7PM-8PM. Please join us then. We have been given the go ahead to hire some front desk staff from the City of Markham. We may be able to open the gallery for in-person visits for the opening date of this exhibition on September 25, 2021. The exhibition is guest-curated by Marissa Largo, who also teaches at York University. It will be accompanied by a catalogue, co-published by the Varley Art Gallery.</p> <p><u>Collections</u> Vault upgrades supported by a grant from the Department of Canadian Heritage and Varley-McKay Art Foundation funds is ongoing. New shelves have been purchased and installed and new solander cases have been ordered, but not yet received.</p> <p><u>Grants/Sponsorships</u> Varley is working on applications for a new round of recovery funding offered by the Museum Assistance Program of the Department of Canadian Heritage. We</p>	

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	<p>hope to complete the application before the end of September. We are hopeful we will receive some funds from them for 2021-2022.</p> <p><u>Public and Education Programs</u> Two virtual public events have been held. A panel discussion on June 18, 2021, with Charlotte Gagnier, guest curator of <i>[De]/[Re] Constructing Place</i> and the four artists represented in the show: Holly Chang, Lucy Lu, Clare Samuel and Elycia SFA. And a Lunch and Learn on August 18, 2021, with NADI's, Maria Hupfield and Jason Lujan, creators of Double Gazebo (Markham), which was very well attended.</p> <p>We have two events planned around Elusive Desires. A Virtual Opening Reception on Friday, September 24, 2021 7PM-8PM. Curator Marissa Largo, along with artists Ness Lee and Florence Yee, will share insights on the works on display and on the exhibition as a whole. There will also be a Virtual Round Table Discussion held on Thursday, November 18, 2021 at 7PM with the artists and guest writers, moderated by Marissa Largo.</p> <p><u>ART to GO Virtual Summer Camp</u> From July 5-August 27, 2021, 8 sections/day were run for 8 weeks. There were two types of camp: Kinder (ages 4-6) and Junior (7-9) art and craft camps accompanied by an art kit. We alternated both levels of kit camps with the themes of: "Amazing Animal Adventures" and "Magic on Main Street". This year we introduced digital art camps for ages 10-12 (Intro to Digital Art) and 13 + (Digital Illustration – Characters and Environment). We managed to have 5 camp staff to ensure small classes for interactivity as kit classes were kept to 5, each.</p> <p>The camps were a great success with a total of 269 registrants. Camp parents survey results were very positive. Camp fees generated \$20,085, which combined with \$10,262 in CSJ grants (yet to arrive) and \$8,000 in Unionville Volvo sponsorship came to \$38,347, with a net of \$8,853.</p>	

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	<p><u>Virtual School Programs</u> Building on the success of the February-June School Program that saw 107,000 attendees and continued requests from teachers, Virtual schools program will be offered from October 4 to mid December. This program is made possible via the TD grant received by the Foundation. We have reworked the Varley Lounge to be talk-based only (i.e., no activity) and aimed at the general public, not just schools. Education Assistant Denise Chan has continued to work with us and we have the October topics and schedule for both Schools and the Varley Lounge already sketched out. The October programs are based around works in our permanent holdings. We may also be able to create Schools programs specifically around <i>Elusive Desires</i> as the guest Curator, Marissa Largo is also a certified teacher.</p> <p><u>Public Art</u> Public Art Curator Yan Wu has been very active during the past while. She has acquired new work for the interior collection (at the Civic Centre) by Esmaa Mohamoud (approved by the Varley Acquisitions Committee earlier this year). We hope to have the footings for the Remington downtown project, Elizabeth Anholt's <i>Living Light</i>, installed this fall, ready for installation spring 2022</p> <p><i>Double Gazebo (Markham)</i> by Native Art Department International (NADI) was installed in late June 2021, "unveiled" early July and will remain in situ until November 28, 2021, see below. On the first day of each month from July to November, and under the overarching rubric of <i>Walk East for Sun Rise Walk West for Sunset</i>, a new online program related to the work will be launched. To see the September addition <i>With Movement</i> performed by Pow Wow dancer Deanne Hupfield, click here.</p> <p>Yan is now concentrating on the preliminary work around the first major public art project outlined in the Public Art Implementation Plan, the Markham Pan Am Centre commissions at the southwest corner of Main</p>	

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	<p>Street Unionville and Enterprise Boulevard. Consultation has taken place with the Inter-departmental Working Group, Pan Am Centre staff, City planning staff and Councillor Reid McAlpine. The consulting firm ART + PUBLIC UnLtd has been contracted to implement a three-phase community engagement process, which will be implemented this fall. All residents of Markham will be invite to contribute their ideas and opinions. Yan hopes to bring the results of that process, plus design brief and staff recommendations to Council for approval, by the end of this year.</p> <p><u>Facilities</u> Facilities maintenance is ongoing and Varley and Public Art Capital requests for 2022 projects were submitted.</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> The event was held on June 23, 2021, with great success. There were great reviews about the event, and it performed very well as a virtual event. Delivery of wines direct to people’s homes received positive reviews, as did the fact that participants received full bottles of each wine. This year’s process also saved money as there was no wastage nor returns that had to be made. There were 74 logins, averaging 2 viewers per household, which would be about 148 attendees in total. The event’s NET proceeds come to \$7,700.13 and NET with non-refundable tax portion is \$8,500.28.</p> <p><u>Paint n Sip Virtual Parties</u> The event ran really smoothly and participants said it was a lot of fun. 7 registrants bought the full price tickets, 3 registered-only (i.e., they opted not to buy art kits), and 2 purchased extra art kits.</p> <p>The second session will be held on September 18, 2021 with 19 registrants having bought the full price tickets, 4 registered-only (opted not to buy art kits), and 6</p>	

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	<p>purchased extra art kits. Sales for the September session registration-only option will remain open until September 17. These events are a part of the Rouge Virtual Varley Gala revenue/budget this year. Gross revenue from the events is \$1690. Expense invoice is expected tomorrow, which will include cost of the art instructor and cost for the art materials.</p> <p><u>Donor Prospecting Event – Virtual Varley Summer Social</u> Held on Thursday, September 9, 2021, this was attended by 16 people, including all 5 members of the Varley-McKay Art Foundation of Markham staff. Ivy Pan organized and managed the event. She did a fantastic job in selecting the snack box and drink items, developing the event schedule and coordinating all the moving parts. There was credit with Marriott from a deposit for the 2020 Rouge Varley Gala, and some of the credit was used for the snack box and drinks items. The event Included a 25-minute gallery tour with our Gallery Animateurs, Katherine Dick and Natalie Lam.</p> <p><u>Gallery Animateurs</u> Natalie and Katherine offered free virtual tours to organizations across York Region:</p> <ul style="list-style-type: none"> - Autism Society of Ontario – 26 attendees - Markham African Caribbean Canadian Association – 16 attendees - Canadian Mental Health Association – 16 attendees <p>They will continue tours until mid-November. The animateurs are usually hired through Canada Summer Jobs grants, but it may be worth looking into having them provide similar virtual tours on an ongoing basis.</p> <p>Working with Anik Glaude, the animateurs developed a “Beyond the Varley” video series for Instagram TV, and the first video in the series has had 494 views and the second has achieved almost the same amount. The videos have also been uploaded on to the Varley YouTube channel. These videos provide more insight to exhibitions, artists and the artwork.</p>	

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	<p>Natalie and Katherine run a reading group, which has regular attendance of six people. They are now on their third book, with their next meeting coming up on Wednesday, October 6. The books are generally tied to themes of Varley exhibitions.</p> <p><u>Rouge: Virtual Varley Gala</u></p> <p>Ticket sales are now open. Tickets are \$80 and Mystery Party Boxes are \$50. Approximately 1/3 of the Silent Auction items are now visible on our silent auction site. Bidding will open on September 15. We will add more items each week in order to keep bidding fresh and engaging. The items are categorized by types and amounts and bids are continuous until the cut-off time.</p> <p>Craig and Francesca held a discovery call with the event MC, Jessica Holmes, to provide information on the event. Jessica will also perform some of her comedy during the evening. We will have the video from the Spoons by the end of the month, giving us time to put the final details together for the virtual gala.</p> <p>Abby Sasikumar has been doing an incredible job with the marketing and promotion of the gala, but also of all our other events this year. Francesca has been extremely impressed with Abby's collaboration with Corporate Communications on the roll out of the gala marketing. We will see more about the gala hopefully everywhere in the next few weeks.</p> <p>Current Gross Revenue is \$19,190. Revenue is coming from sponsorships, donations and Paint n Sip proceeds are included in that total, as well.</p> <p>Working with Ivy has been great and it was necessary to have her support in order to not worry about the smaller events that were held the last couple of months and focus on large events. Ivy's contract is up at the end of this month, but we are looking to extend the contract to October 18th, through the Gala and after event processes that need to happen. It is nice to have someone to share the workload with and this is</p>	

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	<p>perhaps a sign to be mindful about support that is required.</p> <p>Thank you to Ivy for all your contributions and congratulations.</p>	
<p>8. Sub-Committee Report</p>	<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> Edie Yeomans provided the Board with updates from the Art Acquisition Committee.</p> <p>Thank you to the Board colleagues for following purchase, which were approved by the Board for purchase by email vote:</p> <ul style="list-style-type: none"> - Works on paper by Shuvania Ashoona, Pitseolak Ashoona and Annie Pootoogook - Photo based work by Xuan Ye <p>There is also a donation that requires consideration by the Board. Doreen Milligan and the Estate of Peter Milligan, who have previously donated to the Varley Gallery, would like to donate six works on paper by Betty Goodwin. Edie Yeomans will be recusing herself from discussion and votes from the donation due to a conflict. Niamh O’Laoghaire will circulate an email with images and information about the works to the Board, in order for members to vote, via email, on accepting these works that were offered for donation. Niamh O’Laoghaire has written an exceptionally fine justification, the importance of the works and how they fit into the mandate of Varley Art Gallery, which will also be circulated. Any questions can be directed to Niamh O’Laoghaire, Director, Varley Art Gallery.</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>	

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	d) <u>Development Committee</u> There was no update from the Development Committee.	
9. Financial Report	Amin Giga, Treasurer, reviewed the Varley-McKay Art Foundation's Statement of Financial Position as of July 31, 2021. The numbers have not changed much from the last update. The revenue numbers are lower, and expenses are higher, which is normal when planning for events, and before the revenues from the events have been received.	
10. New Business	<u>Webinar: Herding Cats: Getting Your Board Aligned Around Fundraising</u> is being held on September 23, 2PM-3PM that could be beneficial for the Board and would be nice to have a couple of more people register, along with Francesca Dauphinais.	
11. Future Meeting Dates	The next meeting of the Varley-McKay Art Foundation of Markham will be held on November 2021. The AGM will be held on October 4 2021.	
12. Adjournment	Moved by John Ingram Seconded by Edie Yeomans That the Varley-McKay Art Foundation of Markham meeting adjourned at 6:00 PM. <div style="text-align: right;">Carried</div>	