

**FLATO MARKHAM THEATRE ADVISORY BOARD**

**CITY OF MARKHAM**

**ZOOM meeting**

**March 22, 2021, 5:30 PM**

**MINUTES**

**Attendance:**

**Present:**

Councillor Alan Ho  
Councillor Keith Irish  
Aleem Israel  
Anne Gilligan  
Carrie Sally  
Deborah Jestin  
Kathy McCarthy  
Ken McDonald  
Srinka Wallia  
Ron Minken  
Sophia Sun  
Diane Lai

**Staff:**

Eric Lariviere  
Andrew Rosenfarb  
Scott Hill

**Guest:** Stephen Timms, Past Chair

**Regrets:**

Ron Lynn  
Suelyn Cheong  
Christina Kakaflikas

The meeting convened at the hour of 5:30 p.m. with Diane Lai in the Chair

**1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS**

**2.0 DECLARATION OF PECUNIARY INTEREST**

- none declared

**3.0 AGENDA REVIEW, ADDITIONS/CHANGES**

- no change

**4.0 Approval of Minutes: N/A**

No minutes to approve from previous meeting as this is the first formal meeting resuming since the pause due to the pandemic.

## 5.0 GENERAL MANAGER'S REPORT

- Theatre remains shut down
- Working on Capital Projects
- Fire Alarm Upgrades
- Upcoming HVAC project to start in May to be completed in August.
- Working on a plan to reopen

## 6.0 PRIORITY ITEMS:

### 6.1 Theatre reopening

- Reports state consumers will be looking to be back once we get past pandemic
- Theatre
- plan for 50% in late fall, 75% by Q2 2022, 100% January 2023
- Reopening scenario
- Continue and grow streaming and virtual programs (Q1)
- Non-public rentals Spring / Summer (Q2)
- Summer camps hybrid indoor/outdoor/virtual (Q3)
- Public in person w/limited capacity (Q4)
- Increased capacity 2022 50%-75% (2022)
- Full Capacity (2023)

Opening sequence:

- May – August: Soft reopening, virtual programs in house, youth camps, fundraising, summer outdoor facility, partial staff return
- Sept – Dec: Open public rentals, fundraising, virtual, soft reopening, more staff return.
- Jan 2022: All programs, all staff return

Costs

- Using the cost recovery model rentals can be sustainable this Spring/Summer
- In the spring/summer utilize PT staff as bringing back FT staff might be a challenge
- With grants camps could break even

### 6.2 Fundraising

- Reopening will required up to an additional \$300K to have staff back in place and programs back in 2022
- Various possible source of funding:
  - City funds
  - Sponsors
  - grants – Canadian Heritage
  - Use of Theatre endowment
  - Other FR sources tbd
- Discussion on City support for the reopening costs

## 7.0 WORKING COMMITTEES AND TASK FORCES

Fundraising –

- Best is to start to look at this soon, and develop a strategy and a plan

- FR \$150K from sponsors should be a doable ask
- There are some companies doing very well and they may be able to give, others are closing. We need to identify the companies that are doing well and see if maybe we can find new sponsors
- Fundraising will not be easy but reaching out might be fruitful
- We are still waiting on the City paperwork for us becoming a foundation that would certainly help with fundraising

### **8.0 New Business**

FMT Board will continue to advocate for a safe opening of the Theatre.

**9.0 Date of next meeting:** tentative date: April 26<sup>th</sup>, 2021, 5:30 pm.

**10.0 Adjournment:** 7:00 PM.