

**FLATO MARKHAM THEATRE ADVISORY BOARD**

**CITY OF MARKHAM**

**ZOOM meeting**

**May 17, 2021, 5:30 PM**

**MINUTES**

**Attendance:**

**Present:**

Diane Lai  
Srinka Wallia  
Aleem Israel  
Deborah Jestin  
Kathy McCarthy  
Ken McDonald  
Sophia Sun-Arrived Late  
Carrie Sally-Arrived Late  
Anne Gilligan-Arrived Late  
Councillor Alan Ho-Arrived Late  
Christina Kakaflikas-Arrived Late

**Staff:**

Eric Lariviere  
Andrew Rosenfarb  
Scott Hill

**Guest:** N/A

**Regrets:**

Councillor Keith Irish  
Ron Minken  
Ron Lynn  
Suelyn Cheong

The meeting convened at the hour of 5:33 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**

Deb Jestin. Seconded by Srinka Wallia

## **5.0 GENERAL MANAGER'S REPORT**

### 5.1 Updates:

Theatre Virtual Summer Camps are moving forward.

Going on sale May 25<sup>th</sup>. 4 camps for 4 sessions of 2 weeks/8 weeks total.

20 kids per session per camp.

City has not authorized in person camps. HVAC replacement also prevents onsite camps.

Plan to have outdoor camps was not approved by City.

Live & Connected Season – Launched last week with Michael Kaeshammer

300 links sold. 600-800 views. Revenue covered performance fee and marketing costs. Brand reach expanded utilizing Michael's connections. Tickets sold as far as Europe for the stream.

600,000 impressions utilizing only digital marketing/social media advertising.

Google ads grant – MFPA matters \$10K per month free advertising by registering the foundation with Tech Soup.

DCH annual grant confirmed-\$45K for the year to earmark for future programs. Canada Summer Jobs grant obtained. \$17K utilized for virtual camps. Almost \$39K total funding for CSJ grant.

### 5.2. Digital programs and projects update

Community focus series- Markham Jazz festival in August & projects developed by the Markham Arts Council. Additional professional digital programs being investigated to share to our patrons in the future.

### 5.3 Operation report (A. Rosenfarb)

HVAC construction has begun. Fire system in process of being replaced. 2022 capital database is open for next year's capital project submissions.

## **6.0 PRIORITY ITEMS:**

### 6.1 Foundation status update

Required to nominate a new board of directors for the foundation. Proposed task force to activate the operation and board recruitment for recommendations to the nomination committee: -Aleem, Ken, Justin & Sophia.

Focus on finding sponsors for the foundation.

Currently awaiting charity registration number for foundation.

Programs will need to be in operation for the theatre to qualify for many grants available to the foundation.

Bylaws need to be approved by the current administrative board (Treasurer, CAO, and Director of Economic Development) Awaiting approval.

Task force to activate fundraising initiatives.

Approval today for the transitional task force for the MFPA.

Moved by: Kathy McCarthy

Seconded by: Carrie Sally

The Foundation will be exclusively focused on fundraising, while the FMT Advisory Board will continue, and will take a more active part in advocacy through all levels of government.

The proposed structure of the Foundation would include a Board of Directors of 9, with 7 community leaders & 2 council members.

Timeline-by end of summer to have the slate to be proposed to council. Report should be ready to find approval in early fall when Council returns.

#### 6.2 FMT Re-opening plan update

Reopening plan pushed back with new extended stay at home order.

Venue has developed a 2022 budget to propose to the City.

Current subsidy received from the City will not be enough to reopen the theatre even with a scaled down operation.

Plan calls for a fall reopening as a soft opening without audiences and then transitioning to shows with audiences. Reframed plan to go to ELT for consideration which has not taken place as of yet.

In person camps raised by several board members again. Christina Kakaflikas confirmed City has only given approval for virtual camps this summer.

#### 6.3 Financial Planning

Aleem suggested moving some endowment dollars from the theatre fund into the foundation to develop needs of the foundation.

#### 6.4 Fundraising

Discussion: regarding interest for major sponsors e.g. Weins Canada to sustain the same level of support; it is confirmed that sponsorship dollars have tightened and priorities may differ at this point.

A fundraising plan needs to be developed with the foundation to show the foundations operation.

Question posed on how other municipal run theatres deal with fundraising. Most municipal venues do not fundraise at the same level as there is more support financially from the City budget such as Brampton who invests a large amount of money in their cultural programs. WEINS brought up the idea of another gala where there are large funds raised by a vehicle raffle and there was interest within the board for a raffle to raise funds for the foundation.

#### **7.0 New Business**

No new business

**8.0 Date of next meeting:** tentative date: June 21, 2021, 5:30 pm.

**9.0 Adjournment:** 6:49PM. Moved by Chair Diane Lai. Seconded by Councillor Alan Ho