

**Flato Markham Theatre Advisory Board
City Of Markham**

**ZOOM meeting
June 21, 2021, 5:30 PM**

MINUTES

Attendance:

Present:

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

Staff:

Eric Lariviere
Scott Hill

Guest: N/A

Regrets:

Andrew Rosenfarb
Councillor Keith Irish
Ron Lynn
Suelyn Cheong

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

The meeting convened at the hour of 5:34 p.m. with Diane Lai in the Chair

2.0 DECLARATION OF PECUNIARY INTEREST

None declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

No change

4.0 Approval of Minutes of May 17th meeting

Moved by Deb Jestin.: Seconded by Ken McDonald

5.0 General Manager's Report E. Lariviere

5.1 Programs:

Theatre Virtual Summer Camps

- Comparable to last year numbers (a little better then last year)
- Fill rate is looking good for this point in sales
- 58% of our revenue target

Live & Connected Season – Artists on Lockdown

- Continuing season – next artist Dan Hill & Judy Black

Pop up hybrid destination experiences

- Developing a pop up concert project that will partner with destinations throughout Markham – partnering with tourism agency
- Go to destination points and have an artist perform for 30 mins
- Episodes will be available free on Live and Connected format
- Looking for sponsor to complete funding
- Will hire a production company to produce the content
- Carrie has requested that the board be told about the event dates in advance so they could attend and give feedback
- Srinka suggests engaging businesses – Eric feels for safety that this year we do not necessarily engage but future years this is a good idea

5.2 Rental business and operation/capital report (S. Hill)

Rental Business

- We continue to have interest in renting the theatre starting this summer and fall. Scott continues to discuss options with clients and take holds.
- Other theatres, including Richmond Hill are opening up for video recording at Stage Two
- We will be looking for direction from the City in regards to reopening plans once they are confirmed
- Christina confirmed that they hope to present to ELT in July in regards to reopening plans

Operations

- We have our annual Electrical Inspection next week
- We have our annual Fire Inspection near the end of June
- Lots of work to do around the theatre and maintaining H&S with contractors
- Camp administration is starting as we gear up for camps

Capital

- HVAC replacement continues on schedule, we have added temporary dehumidifiers to protect our equipment while AC is out of commission
- Fire Alarm upgrades, security cameras and outside door replacement projects still have outstanding work that is being finished up
- Working with the City on 2022 capital submissions and updating as it goes through the approval stages

6.0 Priority Items: E. Lariviere/D. Lai

6.1 Nominations Advisory Board

- There are 8 board members whose terms have expired
- Those who's terms have expired – Eric has contacted the Clerks office and all expired terms will be extended through Nov 2022
- In the future we will look to stagger expiry dates so there is not a full turnover on one date
- It is important to keep this board in place during this reopening and reengagement timeframe. Their expertise will be essential as we move through these coming months

- Resolution was read by Diane for extensions
Moved by Councillor Ho: Seconded by Kathy McCarty
Motion carried unanimously

6.2 Status update FMT re-opening
- See rental report

6.3 Status update Foundation
- Waiting on final approval from City
- Working out the accounting for foundation through the City
- Continuing to move forward
- Aleem asked about timeline
- Eric hopes that this week he will have necessary approvals and can move it to CRA
- Eric plans to work with task force this summer

6.4 2021 Annual Discovery Gala
- Eric is planning an event to reengage the corporate sponsors
- Need to activate a project is important – need to bring them back into the theatre
- Eric is looking to create a committee to steer this initiative
- A Chair, A Vice Chair and committee members
- Deb, Ken and Kathy willing to be on the committee but not a leadership role
- Suggested that we take this away and let board members think about their ability to lead this event
- Srinka suggested having a brainstorming session that might reimagine the format of the Gala now and in the future (Blue Sky Meeting)
- Members who wish to brainstorm will contact Eric or Diane
- Eric agrees that it is great to look into all options, just wants to be sure we understand the need to reengage our sponsors and partners

6.5 Tribute to Alex Chiu
- Possibly at the above event or a event in the fall

7.0 New Business

Awards

- Committee will need to meet on this
- Possible highbred model or same as last year
- Could pay tribute to Alex at this event
- Eric plans to hold a task force meeting

Councillor Ho

- Wonders if the City may look at fully funding of the theatre
 - This will help to reduce pressure of the theatre to get sponsorship funding
 - Hopes to bring this up through the next budget process
 - How do other Cities fund their theatres?
 - City funds community centres fully – why not theatres
 - Interested in relocating theatre to City Centre
- Councillor Ho has tabled a motion for a full funding request as we move into 2022
 - Moved by Aleem: Seconded by Ron
 - Carried unanimously

8.0 Date of next meeting:

Monday, September 20th, 5:30 PM.

ZOOM or in person!

9.0 Adjournment:

6:41PM. Moved by Chair Diane Lai. Seconded ???