

## Theatre Board Meeting – November 29, 2021 - Notes

<b>Board Present</b>	<b>Staff Present</b>	<b>Regrets</b>
Councillor Keith Irish Councillor, Alan Ho Diane Lai Anne Gilligan Carrie Sally Ken MacDonald Srinka Wallia Sophia Sun Ronald Minken	Christina Kakaflikas Eric Lariviere Scott Hill Andrew Rosenfarb	Deb Jestin Justin Reid Kathy McCarty Ron Lynn Suelyn Cheong Aleem Israel

**Call to Order and Chair's Opening Remarks (D. Lai)**  
5:46pm

**2.0 Declaration of Pecuniary Interest (D. Lai)**  
None

**3.0 Agenda Review, Additions/Changes (D. Lai)**  
Approved

**4.0 Approval of Minutes of the October 18<sup>th</sup> 2021 meeting (D. Lai)**  
Moved Ken MacDonald – Seconded Srinka Wallia

**5.0 General Manager's Report (E. Lariviere)**

**5.1.1 Status updates**

Opening on January 16<sup>th</sup> for rentals  
February Rescheduled 2020 shows  
Other rescheduled shows in April and fall  
New spring season from March through May  
Good sales on Cyber Monday and rental sales on first box office day

**5.1.2 Operation and staff update**

Return of other staff (Chris, Vince, Helen, Danielle, Helen)  
Linda Stott will be Corp Com for the next year  
Debbie Watson retired  
Will be recruiting for all missing positions

**5.1.3 Programs:**

**Diamond Season**

Will roll out soon  
Mix of very popular shows and fun new ones

**Simply series**

Doing half of this in the Spring and the Fall  
Exciting new series – intimate

**Partnerships/sponsorships**

Flato – supporting new series (\$100,000)  
New conversations with other sponsors

**Foundation**

Going forward  
Will need to elect new board

## **5.2 Rental business and operation- staff update (S. Hill)**

Rental Business will restart on January 16, 2022

We have had overall good demand

January rental numbers less than what we expected

    This is due to the fact that we received our reopening approval so late

        Not enough time for ticket sales or found new venue

        Two of the groups left us and two rescheduled for later in the year

Helen has returned to the theatre so contracts are starting to go out

Recruitment is underway and we are getting responses to our postings

    Hope to start interviews soon

## **5.3 Capital, facility and operation (A. Rosenfarb)**

Some small issues as we get our systems up and running again

    Expected due to equipment sitting so long

Big push for backstage technicians – we have lost some

Increased no touch throughout the building

Signage & Cleaning plans in place

2022 Capital requests approved

    Program sound and video replacement

    Building and Stage maintenance project

## **6.0 Priority Items: (E. Lariviere)**

### **6.1 2022 Annual Gala**

    Campaign Chair Justin Reid is still fully engaged in working with the theatre

    Still like the idea of a private concert with the Tenors

    Black Tie / Exclusive for 30 couples

    Ken brought up the point to be aware of possible travel plans of our perspective  
        audience and the nice weather in the Spring

    Diane wanted to see if it could coincide with the formation of the foundation

    Srinka wanted to confirm we would not be competing against other Galas

## **7.0 Markham Performing Arts Awards report (K. McCarty, S. Sun)**

On hold due to loss of sponsorship

Flato is going to step in to cover the sponsorship shortfall

Kathy recommends we wait until the fall due to capacity limits (Eric agrees)

Thought process of possibly doing two years of awards next fall

## **8.0 New Business**

None

## **9.0 Date of next meeting:**

Monday, January 24<sup>th</sup>, 5:30 PM.

ZOOM or Hybrid

## **10.0 Adjournment**

6:21pm