

Varley-McKay Art Foundation of Markham

Minutes

March 14, 2022

5:00 PM

Attendance:

Board of Directors Present: Terrence Pochmurski (Chair), Craig McOuat (Vice Chair), Amin Giga (Treasurer), Edie Yeomans, Lisa Joy-Facey and Councillor Reid McAlpine, John Ingram, Jim Schmidt

Staff Present: Niamh O’Laoghaire, Director, Varley Art Gallery; Francesca Dauphinais, Cultural Development Officer, Varley Art Gallery; Chris Rickett, Director of Economic Growth, Culture and Entrepreneurship

Regrets: Carolyn Le Quéré

Item	Discussion
1. Call to Order	The Varley-McKay Art Foundation of Markham meeting convened at 5:05PM with Terrence Pochmurski presiding as Chair.
2. Disclosure of Pecuniary Interest	None disclosed.
3. Additions / Changes to the Agenda	None disclosed.
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 February 7, 2022, be approved as distributed. Carried
5. Business Arising from The Minutes	None disclosed. a) MOU Update A further revised and updated MOU will be prepared and ready for discussion by the next meeting.
6. Director’s Report	Niamh O’Laoghaire, Director, Varley Art Gallery, provided the Board with an overview of the Director’s Report, which included the following highlights: <u>Varley 2022 Request to the Varley-McKay Art Foundation</u> Request has been revised to \$35,000 from \$45,000. Education: \$ 5,000 Exhibitions: \$20,000 Public Programs: \$ 5,000 Acquisition Support: \$ 5,000

Item	Discussion
	<p>\$35,000</p> <p>The revised funding request and details were received by the committee members.</p> <p>MOTION Moved by Niamh O’Laoghaire Seconded by Craig McQuat</p> <p>To approve the Varley 2022 grant request to the Varley-McKay Art Foundation.</p> <p>Approved by all.</p> <p>CARRIED</p> <p><u>Media Coverage</u> CTV news reporter Donna Sound, along with a cameraman, interviewed Niamh O’Laoghaire and one of the artists to learn about the LunarFest lanterns and the collaboration between Indigenous artists and Chinese traditions. The segment aired on CTV National News on February 26th, 2022.</p> <p>There was also a write-up in this month’s <i>Markham Review</i>, focusing primarily around how the 25th anniversary will be celebrated: https://markhamreview.com/25-years-of-art-and-exhibitions-in-markham/</p> <p><u>Pandemic Updates</u> The Varley reopened for gallery visits and registered programs on Friday, February 4th. The Province has further relaxed pandemic restrictions, beginning March 14. Visitors are not required to pre-screen, however, must wear masks, adhere to social distancing, and show proof of vaccination. The front doors are locked to ensure review of proof of vaccination with signage on the doors.</p> <p><u>Staffing</u> A third ISA has been hired. This was required due to existing staff schedule changes and the need to have at least one extra staffer as a “floater” for holidays and in case of illness and emergency. Two full-time staff, Doriana Cabeceiras, Administrator, and John Abrams, Exhibitions, Collections and Facilities Coordinator, remain redeployed. The gallery also does not have the usual ongoing part time positions of Communications, Education Coordinator, and Programs Assistant filled, so rentals and some other activities have been put on hold for the time being.</p> <p>The City is moving from its existing rentals, sales and program registration system, CLASS, to a new application, Perfect Mind. The City is now in the UAT (User Acceptance Testing) phase of the project with Perfect Mind rolling out later this year. Much of Rachel D’Oliveira Fell’s, (Varley’s Program Coordinator) time over the next month will be absorbed with UAT for programs registration.</p>

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	<p>There was a last-minute cancellation by one of the March break camp instructors, but the Program Coordinator was able to find a suitable replacement. There was some concern as there were very few applications for the position of Camp Director, but we have found a good candidate for the role. A reasonable number of applications to Camp Counsellor and Supervisor positions are now being received.</p> <p><u>Exhibitions</u></p> <p>Karen Tam’s exhibition, <i>With wings like clouds hung from the sky</i>, continues until April 24, 2022. The permanent collections exhibition <i>Refracting the Lens</i> is also installed. Both exhibitions are now available in virtual format, with the links on our website: https://my.matterport.com/show/?m=znhtgDuUe5U</p> <p>The 2022 exhibition schedule remains as previously described, but with more confirmed details. The title of the major summer show with paintings by Michel Daigneault and Janet Jones is <i>Gathering Fictions: A Dialogue on Painting</i>. In the fall, along with the Shantel Miller exhibition, there will also be a solo show of Chun Hua Catherine Dong’s works.</p> <table border="1" data-bbox="402 877 1344 1241"> <thead> <tr> <th>Month</th> <th>Main and Intro Galleries</th> <th>Collections</th> </tr> </thead> <tbody> <tr> <td>February 4- April 24</td> <td><i>Karen Tam with wings like clouds hung from the sky</i></td> <td rowspan="3"><i>Refracting the Lens</i></td> </tr> <tr> <td>May - August</td> <td><i>Gathering Fictions: A Dialogue on Painting (Michel Daigneault and Janet Jones)</i></td> </tr> <tr> <td>Sept. - January</td> <td><i>Shantel Miller (right here / right now)</i> <i>Chun Hua Catherine Dong</i> Curated by Tara Ng</td> </tr> </tbody> </table> <p><u>Public & Education Programs</u></p> <p>In partnership with the ACSEA (Asian Canada Special Events Association), there were six traditional lanterns installed in the courtyard on February 4th and removed on March 8th. Designs were created by Indigenous artists, connecting the Indigenous cultures of Canada to the Asian tradition of celebrating the Lunar New Year.</p> <p><u>Exhibition Related Programs</u></p> <p>Two events have taken place since the last meeting:</p> <ul style="list-style-type: none"> - Chinese Brush Painting with artist Sui Sheng Guan 關則開. Sunday, February 20, 2022, 1 to 2:30 PM - Virtual Lunch and Learn: In Search of Lee Nam Wednesday, March 2, 2022, 12:30-1:30 PM <p>The next Karen Tam related events are:</p> <ul style="list-style-type: none"> - Visitors will have the opportunity to add to Karen Tam’s installation <i>Like rain drops rolling down new paint</i>. A workshop zone has been created inside the exhibition. Visitors can draw their own chicken sketches after 	Month	Main and Intro Galleries	Collections	February 4- April 24	<i>Karen Tam with wings like clouds hung from the sky</i>	<i>Refracting the Lens</i>	May - August	<i>Gathering Fictions: A Dialogue on Painting (Michel Daigneault and Janet Jones)</i>	Sept. - January	<i>Shantel Miller (right here / right now)</i> <i>Chun Hua Catherine Dong</i> Curated by Tara Ng
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	<p>watching a video of artist Lui Luk Chun demonstrating how to paint Lee Nam's chickens. Visitors can bring their sketches home or add them to the installation. The workshop will be open from March 14-18, from 2 PM to 4 PM, on a first come first served basis.</p> <ul style="list-style-type: none"> - Chinese Brush Painting with artist Peter Law 罗建生 <p>Saturday, March 19, 1 to 2:30 PM (EST). In-person, registration is required.</p> <p><u>Public Programs 2022</u></p> <p>Winter programs are well underway. The Varley is currently offering or wrapping up the following programs:</p> <ul style="list-style-type: none"> • Virtual Art Masters (Ages 8-12) • Virtual Mixed media for mini artists (Ages 4-5) • Start with Art (Ages 5-6) • Draw and Design (Ages 7-10) • Art Adventures (Ages 5-6) • Sculpture Studio (Ages 8-12) • Mixed media for mini artists (Ages 5-6) • Acrylic Pouring workshop series (Adult) • Watercolours for beginners (Adult) <p><u>Virtual School Programs</u></p> <p>February programming, focusing on exercises based on permanent collections works, is now complete. March programs are centered around fundamental visual literacy skills exploring: how to break down objects into primary shapes, understanding the colour wheel, using light and shade to create sense of three dimensions and how to use a grid to draw with accuracy. Previous programs are available online from October 2021 through February 2022 and more will be added as they become available.</p> <p><u>March Break</u></p> <p>March break camp (in-person) is running March 14-18, which has virtually sold out. Before and After Care is still available. The two Varley activity rooms are running at 50% capacity for a total of 21 attendants at a time. The required staff to camper ratio must also be adhered to:</p> <p>1 staffer to 7 campers for ages 4 to 7 and 1 staffer to 10 campers for ages 8 to 12. The new requirements implemented this year (including a completely separate isolation room, stocked with first aid kit, gowns and masks) have also been completed.</p> <p><u>Summer Camp</u></p> <p>The Varley and the McKay are going back to in-person summer camps this year. Three camps will be offered for nine weeks (July 4th to September 2nd) for a total of 27 weeks. Registration opened last week and there has been significant update with over 20 of the camps filling up (at 50% capacity) by end of the next day. There will most likely be a go-ahead to increase the capacity, which would require further staffing.</p>

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	<p>Following the lead of the Recreation Department, the Kindercamp age range changed from 4-6 years to 5-6 years, as children 5 years of age and up would be vaccinated. Now that proof of vaccination requirements are being lifted by the province, we have been advised that we can go back to the 4-6 age range.</p> <p><u>Public Art</u> The Public Art Curator and Niamh O’Laoghaire are working towards a plan for public art in Main Street Unionville to coincide with the Main Street Streetscape restructuring project, intended to being in 2023. The current plan is to bring a staff report about this to Council on April 11, 2022.</p> <p><u>Facilities</u> The Varley and McKay Lifecycle files for the City’s Lifecycle and Capital Reserve program were completed. The new security system is virtually complete, with four replacement keypads on the main floor, and a new fifth one upstairs, which will help staff monitor the alarms. The access cards have been integrated with the alarms with a new monitoring company.</p> <p>There are a couple of small issues not yet resolved: banner replacement and a small kitchen leak. As well, a recurring issue is that the courtyard pavers are once again in poor condition, coming out of winter, and will need to be overhauled. There may be a solution to have the work completed along with the repaving of Main Street.</p>
<p>7. Development Officer Report</p>	<p>Francesca Dauphinais, Cultural Development Officer, provided the Board with an overview of the Development Officer’s Report, which included the following highlights:</p> <p><u>Funding Requests</u> In the process of applying for the Ontario Trillium Foundation (OTF) “Resilient Communities Fund,” supporting the recovery efforts of organizations impacted by COVID-19. The grant can be applied to projects to help organizations rebuild capacity, enhance resiliency, and meet changing needs of their communities. This grant could give the opportunity to hire a fundraising consultant to assist with creating a fundraising strategy and plan, as well as the renewal of the Grant Advance Solutions software. A discovery call with a fundraising consultant is scheduled for tomorrow to build this component into the grant request.</p> <p>Applicants can apply for a minimum of \$10,000, up to \$200,000, with a maximum of \$100,000 per year. As the application must only request what is required for a project, the request will be for about \$30,000. The grant also requires a demonstration of how funds were allocated at the conclusion of the project.</p> <p>Eligible project related costs:</p> <ul style="list-style-type: none"> - Direct Personnel Costs - Purchased Services - Workshops, Meetings, Convening

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	<ul style="list-style-type: none"> - Supplies and Materials - Travel - Evaluation (maximum 10%) - Equipment and/or technological infrastructure (maximum \$150,000) - Overhead and Administration (maximum 15%) <p>The application deadline is April 6, 2022.</p> <p><u>Rouge: Varley Gala</u> With careful considerations and discussion with the board members, the gala has been cancelled. Evaluation of the trust cost of running the event has shown that the event is not a profitable endeavour. The event couldn't be postponed due to the 2-year contract and having moved the date once, already. As well, the request to have smaller events instead of the gala was not accepted as it would not be cost efficient for the venue. Therefore, the cancellation fee of 70% of the agreed upon minimum food and beverage cost has been incurred, a total of \$16,450.</p> <p><u>Varley Art Gallery 25th Anniversary Art Acquisition Campaign</u> A new online campaign is now live to assist with fundraising to enhance the gallery's collection. An online form is now active for donors to contribute to the campaign quickly and easily. Donations can be made online or by sending a cheque to the gallery. A communication will also be sent to a contact list of potential donors.</p> <p><u>Vintages at the Varley: Wines of South Africa 2.0</u> This event is confirmed for Thursday, May 5, 2022. As the gala has been cancelled, there will be increased focus on sponsorships and ticket sales for Vintages at the Varley. Gala patrons and sponsors will be asked to convert their support for this event. As well, gala sub-committee members will take part in the Vintages at the Varley sub-committee.</p> <p>Ticket prices are confirmed for \$160 for individual tickets, serving 1-2 people. This will include 3-4 bottles of wine and Charbox, with some profit for the Foundation. As well, there is a new offer this year, the "Friends Package" good for 4 people at \$275 (includes additional bottles of wine, a larger Charbox and profit for the Foundation). Ticket sales are anticipated to open Wednesday or Thursday this week.</p> <p><u>Board Support</u> Thank you to all who have provided information on businesses and personal contacts for Jim Schmidt and John Ingram to connect with to be potential donors. Focus areas for support include:</p> <ul style="list-style-type: none"> - 25th Anniversary Art Acquisition campaign - Virtual Vintages at the Varley corporate sponsorship (goal \$5,000) - Varley Art Gallery Free Admission support (\$15,000)

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	<p>The intention is for John Ingram and Jim Schmidt to meet with potential donors and explain what the gallery does and what the donation would go towards.</p> <p><u>Rebranding Proposal</u> Abby Sasikumar has provided options for the Varley-McKay Art Foundation to give the Foundation a branding update. Committee members are to send Francesca their top 3 preferred logos, in order, by end of next week.</p>
<p>8. Sub-Committee Report</p>	<p><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><u>Art Acquisition Committee</u> Edie Yeomans provided the Board with updates from the Art Acquisition Committee.</p> <p>The Varley Art Gallery has been offered a painting, <i>Still Life</i>, by Jacque Shadbolt, as part of the Ann Stanfield donation, for the permanent collection. The work is signed and dated. The Gallery does not have any works by this artist in the collection, currently. The artist was prominent in the West coast and studied with Fred Varley in Vancouver.</p> <p>MOTION Moved by Edie Yeomans Seconded by Craig McOuat</p> <p>To approve the acceptance of the painting, <i>Still Life</i>, by Jacque Shadbolt, as part of the Ann Stanfield donation, for the permanent collection.</p> <p>Approved by all.</p> <p>CARRIED</p> <p><u>Vintages at the Varley</u> An update on the Vintages at the Varley was provided as part of the Development Officer's Report.</p> <p><u>Development Committee</u> There was no update from the Development Committee.</p>
<p>9. Financial Report</p>	<p>Amin Giga, Treasurer, provided the Board with updates on the 2021 financial statements including the year-end audit and the Varley McKay Art Foundation 2022 (Budget) Plan with Notes to 2022 Plan (Exhibit A).</p> <p>Amin informed the Board that the auditors were working on the 2021 financial statements and that he hopes to have this process and the Audit Report completed earlier than in prior years. Amin will keep the Board updated on the progress. The 2022 budget was created with members of the Foundation along</p>

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	<p>with input from Fran and Niamh. After approval by the Board, Amin informed the Board that The Varley McKay Art Foundation 2022 Plan along with other materials would be presented to the City for seeking their continued support for 2022.</p> <p>MOTION Moved by Amin Giga Seconded by Edie Yeomans</p> <p>To approve the Varley McKay Art Foundation 2022 Plan.</p> <p>Approved by all.</p> <p>CARRIED</p>
10. New Business	None disclosed.
11. Future Meeting Dates	The next meeting of the Varley-McKay Art Foundation of Markham will be held on April 11, 2022.
12. Adjournment	<p>The Varley-McKay Art Foundation of Markham meeting adjourned at 6:15 PM.</p> <p>Moved by Terrence Pochmurski Seconded by Edie Yeomans</p> <p style="text-align: right;">Carried</p>

EXHIBIT A

Varley McKay Art Foundation 2022 Plan

Notes	2022 Plan	2021 Actual	% of budget	2021 Plan	2020 Actual	% of budget	2020 Plan
REVENUES							
Donations including public, community and corporate	1	17,000		5,000	5,077	1015.40%	500
Fundraising Activities							
Gala and Art Auctions	2			40,000	40,362	24.49%	164,800
Virtual Events	3	1,000		1,000	2,130		-
Vintages	4	20,000		10,000			14,400
TOTAL FUNDRAISING		21,000	135.46%	51,000	42,492	23.71%	179,200
Investment Income		28,000	105.48%	26,659	32,133	72.08%	44,580
Copyright Revenue		200	145.00%	160			160
Contribution from City of Markham	5	40,000	125.18%	45,000			
Ontario Trillium Foundation	6	15,000					
Funding Proposals to other Foundations/Groups	7	22,750					
Sponsorships and Other Income	8	30,000	67.33%	30,000			
		135,950	103.01%	101,819	32,133	71.82%	44,740
		173,950	112.49%	157,819	79,702	35.51%	224,440
EXPENDITURES							
Art Purchases	9	20,000	153.34%	27,385	-	0.00%	30,000
Fundraising Activities							
Gala and Art Auctions	10	16,450	167.37%	13,200	12,568	14.19%	88,600
Virtual Events	11	100		100	124		
Vintages	12	9,700	138.86%	7,000	46	0.37%	12,400
Fundraising Activities		26,250	156.71%	20,300	12,738	12.61%	101,000
Education and Conservation	13	7,500	114.87%	7,500	3,992	64.54%	6,185
Art Acquisition Cost	14	1,000			4,687	45.50%	10,300
Contributions to Art Gallery	15	5,000	83.33%	12,000	15,000	125.00%	12,000
Administration	16	85,000	107.23%	80,000	79,586	113.63%	70,040
Canada Summer Grant Recoveries	16	(17,500)					
Program Expenses	15	30,000	100.00%	35,000	5,000	14.29%	35,000
Planning & Investigation	6	15,000					
Other Expenses		2,500	176.64%	2,500	202	20.61%	980
		128,500	93.15%	137,000	108,467	80.64%	134,505
		174,750	109.06%	184,685	121,205	45.65%	265,505
Excess/(deficiency) of Revenues Over Expenditures		(800)	88.91%	(26,866)	(41,503)	101.07%	(41,065)

NOTES TO 2022 PLAN

- 1) Anticipated donations to be slightly improved in the current year due to anticipated increases in donations from the participants of prior year Gala's who will donate, since there is no Gala in 2022. In addition, the foundation will be increasing outreach programs involving direct communication and face to face meetings (from Board members) to various new corporate and community groups.
- 2) The Foundation has decided not to hold the Gala in 2022 and to focus on funding proposals (Government and Private Foundations), community outreach, and building bridges to the wider community.
- 3) The foundation will have several virtual events to keep stakeholders engaged.
- 4) Vintages will build on the prior year success and will draw additional people who had traditionally attended the Gala.

- 5) The Foundation is asking for reduced support from The City of Markham this year. This will help to cover the cost of administration related to activities the Foundation does for the City of Markham and to address the budget needs.
- 6) The Foundation has an application for \$30,000 and hopes to receive at least \$15,000 from this. These funds have to be specifically used for planning and investigation expenditures.
- 7) The Foundation has sent out \$1,500,000 of grant/funding proposals to various other foundations and funding organizations. Since the foundation does not have any historical references or data, the foundation is estimating a 1.5% success rate from these efforts.
- 8) This represents funding from TD Bank. In the prior year, a \$30,000 proposal was submitted with \$20,000 being the amount granted. The foundation is hoping to get 100% of the request in 2022.
- 9) Currently there are no plans to acquire art. However, opportunities may arise during the year, so the Foundation is keeping funds aside for this purpose.
- 10) There will be no Gala in 2022. However, this cost represents the cancellation fee charged by the Marriott Hotel for cancelling the contract.
- 11) Costs related to a few virtual events during 2022.
- 12) The 2022 costs are similar to the 2021 historical costs. Should be the same though revenue is increasing due to efficiencies and learning curve cost reductions.
- 13) These expenses are incurred yearly and the current year budget item is in line with prior year budget/actual.
- 14) Whenever the Foundation acquires Art for the Gallery by way or purchase or donation, there are appraisal and related costs that need to be paid for. The foundation will be looking for ways to pass these onto the donors in the future.
- 15) The total of \$5,000 for Contribution to the Gallery and \$30,000 for Program expenses represent the 2022 Funding Request from the Gallery.
- 16) This represents the staffing costs less government funding. Consistent with 2021 numbers.