Theatre Board Meeting – April 25, 2022 - Notes

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

- 1.0 Call to Order and Chair's Opening Remarks D. Lai 5:34pm
- 2.0 Declaration of Pecuniary Interest D. Lai None
- 3.0 Agenda Review, Additions/Changes D. Lai None

4.0 Approval of Minutes of the March 28th, 2022 meeting D. Lai

Approval Moved by Ken MacDonald Seconded by Sophia Sun

Carried

5.0 General Manager's Report E. Lariviere

5.1 Status updates

General update and staff update

HR update

- Recruitment to be deployed this week: and Coordinator, Client Service and Discovery.
- o finalized Administrative Clerk confirmed by end of month
- confirmed of Development Coordinator will start recruitment, fundraising, partnerships, activate foundation, help identify new source of revenues and gala (Ken would like to see the job description/posting)

Programs

- o 3 shows Kellylee Evans, Just for Laughs, The Mush Hole
- Success livestream with Kellylee Evans 2 hour and 15 min and stayed to meet her fans, very generous with her time
- JFL sold out, 60% house attended, maybe some forgot or COVID hesitancy/ symptoms
- Mush Hole Q&A engagement indicator, everyone stayed
- o Important dates will announce Season Launch on Jun 6th \$12.00
- Selected 4 big ticket items on to be announced on May 12th

Partnerships/sponsorships/Foundation

- Weins Auto Group fully confirmed 22-23
- Minken Employment Lawyer All that Jazz starts next week
- Thus far, media and hotel partners have responded positively.

5.2 Rental business - staff update S. Hill

- Middle of recruitment hoping to hire 1-2 House Managers and 3-4 Box Office personnel
- o 3 very successful dance competitions, majority of people wore masks
- Lost 3-4 rental groups permanently, have over 250 clients hence a small percentage
- Do not have a date to re-open concessions
- Q1 rental income budget 95K (+6K over projected budget)
- Q2 budget \$178K, project revenue of \$223K (+45K over budget)

5.3 Capital, facility and operation A. Rosenfarb

- o watched Kellylee livestream offsite and amazing show
- limited capacity with returning staff, Recruited new part time lighting technician/designer
- Completed Flato feature wall leading up to administration offices
- Program Video capital project awarded and work will begin in May 2022
- Program sound capital project specifications being written
- Planning for 2023 capital request to council
- Planning/reviewing artist contracts & riders, budgeting process ongoing for 2022-23 season
- Excited to share the next season –looks phenomenal

6.0 Priority Items: E. Lariviere

6.1 2022-23 Season

- relatively easy to program 70% of 2020-21 postponed, scaled down season
- o conservative but exciting, Eric's power point presentation

7.0 Working committees and task forces updates:

7.1 Markham Performing Arts Awards task force report K. McCarty, S.Sun

- \circ combined 2021 & 2022, this time will be a live show
- \circ $\;$ budget and fundraising, will provide food and drink on stage
- o date is October 18th on hold need to check with award winners

7.2 Annual Gala Committee S.Sun, K.MacDonald

- o confirmed date Oct 1, 2022
- o Hotel is reserved, a lot of work menu, centrepieces, gifts
- No silent auction, looking for big ticket items
- Ken is looking for another emcee, have a request for post show meet and greet
- \$5,000 per table, individual ticket \$300 per ticket
- Student performers or young person returning to speak what the theatre means to them
- Net revenue target of \$150K
- Some proceeds will go to Ukraine? 5% of net revenue? Or Ukrainian performer?
- Everyone is aligned with the 5%, will do more research on Ukraine arts or youth
- Encourage board members to commit to selling one table

8.0 New Business

None

9.0 Date of next meeting:

Monday, June 27th, 5:30 PM. Zoom or in person?

10.0 Adjournment

6:42