



Minutes
Varley-McKay Art Foundation of Markham
Monday, March 13, 2023
6:00 - 8:00 p.m.
Art Gallery

Attendance:

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Board of Directors Present: Jim Schmidt (Chair), Amin Giga (Treasurer), Al Pickard (Secretary), Carolyn Le Quéré, Deputy Mayor Michael Chan, Councillor Reid McAlpine, Craig McOuat, Connie Leclair, Arpita Surana, Nik Mracic, and Al Pickard,

Staff Present: Niamh O’Laoghaire, Director, Varley Art Gallery; Francesca Dauphinais, Cultural Development Officer, Varley Art Gallery, Laura Gold, Clerk

Regrets: Emily Li, Bonnie Leung, Chris Rickett, Director of Economic Growth, Culture and Entrepreneurship, Lisa Joy-Facey

Item	Discussion	Action
1. Call to Order	The Varley-McKay Art Foundation of Markham convened at 6:13 PM with Jim Schmidt presiding as Chair. The Chair advised that Jim Ingram has officially resigned from the Board due to personal reasons.	
2. Disclosure of Pecuniary Interests	There were no disclosures of pecuniary interest.	
3. Minutes of The Varley-McKay Art Foundation of Markham Board Meeting held on February 15, 2023	Minor edits were made to the February 15, 2023 Varley-McKay Art Foundation of Markham Minutes. Moved by Craig McOuat Seconded by Nik Mracic That the February 15, 2023 Varley-McKay Art Foundation of Markham Minutes, be approved as amended. Carried	

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4. Business Arising from the Minutes	There was no business arising from the Minutes.	
5. Director's Report	<p>Niamh O'Laoghaire, Director of the Gallery, presented the Director's Report. The report included an update on: grants, provincial cuts to the Ontario Art Council funding, exhibits, and public and education programs. A copy of the report was included with the agenda package.</p> <p>Some of the highlights of the report include:</p> <ul style="list-style-type: none"> • The Ontario Art Council will be providing the Gallery with a one time operating grant supplement of \$12,000 in recognition of its contribution to diversity, equity and inclusion, due to it being recognized as being underfunded, and due to its first grant application (last year's application) being well assessed. • The Province may cut the Ontario Art Council's budget by up to 15%, noting that impact of this funding cut on the Gallery is unknown at this time. <p>Moved Councillor Reid McAlpine Seconded by Craig McQuat</p> <p>That Jim Schmidt, Chair, prepare a letter on behalf of the Foundation, to the Province in opposition to the Ontario Art Council's Budget cut of up to 15%.</p> <p style="text-align: right;">Carried</p>	<p>Send letter to the Province in opposition to funding cuts to the Ontario Art Council's Budget – Jim Schmidt, Chair</p>
6. Volunteer Management Services Report	<p>Fran Dauphinais, Development Officer, provided the following Volunteer Management services report:</p> <ul style="list-style-type: none"> • Scheduled 6 volunteers to assist with March Break camps being held at the Gallery; • Onboarded 12 new volunteers; • Provided an overview of the process for onboarding new volunteers; • Confirmed there is a steady flow of high school volunteers, as they require their 40 hours of volunteer service; • Advised that there is range of people that volunteer at the Gallery, such as retired teachers, and artists; 	

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	<ul style="list-style-type: none"> • Explained that it is part of her job description to assist with the management of volunteers at the Gallery; • Noted that volunteer management is referenced as one of the Foundation's responsibilities under the Varley-McKay Art Foundation of Markham Memorandum of Understanding (MOU) with the City; • Estimated that 40% to 50% of her time is spent managing the Gallery's volunteers; • Advised that there are also two part time City of Markham, Gallery staff that assist with the management of Gallery volunteers; • Provided an overview of how volunteers are managed elsewhere in the Corporation of the City of Markham, noting that this role is generally done by City staff. 	
7. Financial Report	<p>Amin Giga, Treasurer, provided an update on the Statement of Operations and Changes in Fund Balances for the Year Ending, December 31, 2022, with Comparative Figures for 2021. The new statements reflect the City of Markham salary recovery of \$40,000. Based on this change, the Foundation's 2022 Deficiency of Revenues is now (\$37,611).</p> <p>Mr. Giga advised that he is currently working on the 2023 Budget for the Foundation.</p> <p>Moved by Al Pickard Seconded by Carolyn Le Quéré</p> <p>That the updated Statement of Operations and Changes in Fund Balances for the Year Ending, December 31, 2022, with Comparative Figures for 2021, be received.</p> <p style="text-align: right;">Carried</p>	
8. Committee Reviews	<p>a) Fundraising Committee</p> <p>Al Pickard and Fran Dauphinais provided the following Fundraising Committee update:</p> <p><u>Foundation Employees</u></p> <p>The majority of the Foundation's work is completed by one full time employee, and one part time employee of the Foundation.</p>	

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	<p>Half of the full time employee's time is consumed by managing the City's volunteer program for the Gallery, noting that this time takes away from time that could be spent on the Foundation's work.</p> <p><u>Fundraising Program and Road Map</u></p> <p>Al Pickard is working on a Fundraising Program and Road Map for the Foundation. The road map will take approximately 18 months to complete.</p> <p>One matter being looked at, is how the Foundation should operate with respect to raising funds for the Gallery, noting that for the last ten years the focus has been on holding events to raise funds. However, many of these events are very labour intensive, costly to host, and do not raise that much money. Events that are held should be hosted in coordination with a Gallery exhibit or event, such as having a wine and cheese as part of the opening of an exhibit rather than as a stand alone event. Fundraising events was requested to be placed on the next agenda.</p> <p>Some of the things being looked in developing the Foundation's Fundraising Program include:</p> <ol style="list-style-type: none"> 1) Operational Tools – tools that can be used to assist with fundraising, such as the Gallery' website, the email program, running social media campaigns, marketing, use of the grant database, and activities of Directors. 2) Grants – the Development Officer is working on establishing content that can be used for grant applications, and continues to work on building relationships with grant giving organizations. The grant database will continue to be used as a tool to assist with applying for grants. The Foundation has been successful in obtaining some grants, such a TD Bank Group Grant, and the Canada Summer Jobs Grant, but would like to continue to work on obtaining more grants. The visibility of the Varley-McKay Art Foundation of Markham needs to be enhanced to create greater awareness of the Foundation and its Board of Directors to increase the success rate of grant applications. Furthermore, the 	<p>Place fundraising events on next agenda – Clerk</p>

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	<p>governance of grant ownership, and the receiving and transferring of grant funds to the Gallery needs to be reviewed.</p> <p>3) Sponsorship – The Fundraising Committee would like to develop a sponsorship program, as there is none at this time. Ideas include developing a sponsorship package for exhibit sponsorship. A sample sponsorship package from the MacLaren Art Centre was circulated to the Board of Directors to view. The Foundation discussed possibly targeting the Chinese community for sponsorship of the upcoming exhibit “Longing Belonging*100 Years, 100 Stories”, as the exhibit brings together Chinese Artist and educators from different generations and backgrounds. Members of Council could also be asked to help obtain sponsorship funds for the exhibit or for other Gallery programs or events. The Directors agreed that \$25K was a responsible amount to pay to be the lead sponsor of the exhibit. The Fundraising Committee was also looking at streamlining the process for receiving donations and sponsorship funds.</p> <p>The Fundraising Committee will report back at the April 3rd Foundation meeting with a draft sponsorship package.</p> <p>Moved by Craig McOuat Seconded by Nik Mracic</p> <p>That the Fundraising Committee Report be received.</p> <p style="text-align: right;">Carried</p> <p>b) Art Acquisition Committee</p> <p>There was no report on this item.</p>	<p>Look at streamlining the process for receiving donations and sponsorship funds - Fundraising or Governance Committee</p> <p>Report back at the next meeting with draft sponsorship package – Fundraising Committee</p>
<p>9. New Business</p>	<p>a) Creation of a Governance Committee</p> <p>Nik Mracic and Craig McOuat agreed to serve on the Governance Committee.</p> <p>Moved by Al Pickard Seconded by Amin Giga</p>	

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	<p>That the Foundation approve the creation of a Governance Committee.</p> <p style="text-align: right;">Carried</p> <p>Moved by Nik Mracic Seconded by Craig MOuat</p> <p>That Connie Leclair be appointed as Chair of the Governance Committee.</p> <p style="text-align: right;">Carried</p> <p>b) Website and Board Members Bio/Position Revisions</p> <p>The Board of Directors were requested to review their bios on the City’s website and provide any suggested edits. The bios may include personal and professional information, or information of relevance to the Gallery.</p> <p>c) Board Member Job Description</p> <p>Jim Schmidt, Chair circulated a draft job description for the Board of Directors of the Varley-McKay Art Foundation of Markham. Directors were requested to submit their feedback to the Governance Committee.</p> <p>Amin Giga, Treasurer, advised that Foundation is also working towards developing a manual for new Directors that is comprised of key/important documentation.</p> <p>d) Other</p> <p>Craig MOuat suggested that the Foundation should once again start looking at how past members should be recognized. The example of making an art acquisition in a Past Director’s name to recognize a long serving Board of Director was provided by Francesca Dauphinais.</p>	<p>Provide edits on bios – All Directors</p> <p>Submit feedback to the Governance Committee on Job Description – All Directors</p>

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10. Future Meeting Dates	The next meeting of the Varley-McKay Art Foundation of Markham will be held on April 3, 2023.	
11. Adjournment	Moved by Craig MOuat Seconded by Al Pickard The Varley-McKay Art Foundation of Markham adjourned at 8:05 PM. Carried	