



**Minutes**  
**Varley-McKay Art Foundation of Markham**  
**Monday, May 8, 2023**  
**6:00 - 8:00 p.m**  
**Council Chamber, Markham Civic Centre**

**Attendance**

**Board of Directors Present:** Jim Schmidt (Chair), Amin Giga (Treasurer), Craig McOuat (Vice-Chair), Al Pickard (Fundraising Chair), Deputy Mayor Michael Chan, Carolyn Le Quéré, Emily Li, Lisa Joy-Facey, Councillor Reid McAlpine, Nik Mracic, and Arpita Surana

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

**Regrets:** Connie Leclair (Governance Chair), Bonnie Leung, Chris Rickett, Director of Economic Growth, Culture and Entrepreneurship

Item	Discussion	Action
<b>1. Call to Order</b>	The Varley-McKay Art Foundation of Markham convened at 6:01 PM with Jim Schmidt presiding as Chair.	
<b>2. Disclosure of Pecuniary Interests</b>	There were no disclosures of pecuniary interest.	
<b>3. Minutes of The Varley-McKay Art Foundation of Markham Board Meeting held on X</b>	<p>Moved by Amin Giga            Seconded by Al Pickard</p> <p>That the April 3, Varley-McKay Art Foundation of Markham Minutes, be approved.</p> <p style="text-align: right;"><b>Carried</b></p>	
<b>4. Business Arising from the Minutes</b>	Amin Giga, Treasurer, provided and update on the 2023 Budget, advising that minor changes were made to the revenue since it was presented at the April 3 <sup>rd</sup> meeting, including changes to the projected interest to be earned on the Endowment Fund. There were also new expenses added, such as \$2,500 for volunteer t-shirts.	

Item	Discussion	Action
	<p>Moved by Nick Mracic Seconded by AL Pickard</p> <p>That the 2023 Varley McKay Art Foundation of Markham Budget be approved as presented.</p> <p style="text-align: right;"><b>Carried</b></p>	
<p><b>5. Director's Report</b></p>	<p>Niamh O'Laoghaire, Director, Varley Art Gallery, provided a presentation titled "Report to Varley-McKay Art Foundation of Markham". A copy of the presentation was circulated to Board at the meeting.</p> <p>The Board was advised that the Gallery's opening of the "Longing Belonging, 100 Years 100 Stories Exhibit" community engagement project and exhibit is this coming weekend. Both the Mayor and Deputy Mayor will be attending the opening.</p>	
<p><b>6. Financial Report</b></p>	<p>Amin Giga, Treasurer, presented the Varley-McKay Art Foundation of Markham Statement of Financial Position, as of March 31, 2023, which provides a glance of the Foundation's financial position from January 1- March 31, 2023.</p>	
<p><b>7. Committee Reviews</b></p>	<p><b>a. Fundraising Committee</b></p> <p>Al Pickard presented the Fundraising Committee Report.</p> <p><u>Sponsorship Package</u> The Sub-Committee is working on creating a flexible and simple sponsorship package. The Sub-Committee is working on how to simplify a complex message into 3 to 5 points, and on how to engage residents and businesses to donate to the Foundation or to sponsor a Foundation initiative. One way of naturally increasing fundraising, would be by increasing Gallery attendance and participation.</p> <p>Until the Foundation has a sponsorship package, Mr. Pickard has created a letter that Directors can use to start fundraising. Directors can strategically send the letter out by email and follow-up with phone calls.</p>	<p>Send fundraising letter out to potential donors or sponsors – All Directors</p>

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	<p>Deputy Mayor Michael Chan advised that he has a potential sponsor for the Gallery's next exhibit.</p> <p><u>Building a List</u></p> <p>The Sub-Committee is currently reviewing emails collected over the last seven years. Once the emails have been reviewed, a new list will be compiled that can be used for fundraising purposes. People on the list will be able to unsubscribe at anytime.</p> <p><u>June Event – Unionville Festival</u></p> <p>Mr. Pickard advised that the Foundation will erect an inflatable dancer at the corner of Carlton and Main Street during the Unionville Festival. The inflatable dancer will be used to motivate festival patrons to come into to the Gallery. Festival patrons will be given incentives to return to the Gallery, such as they will sign up to receive the Gallery's newsletter, and a coupon will be given to them. The Sub-Committee is also still thinking of other ways to bringing festival patrons back to the Gallery. Moreover, there will be a button making machine set-up to attract families to the Gallery during the festival.</p> <p>Fran Dauphinais circulated a sign-up sheet for Directors to sign-up to man the booth at the Gallery during the Unionville Festival. The sign-up sheet will also be circulated to the Board via email to permit for Directors not in attendance to sign-up for a shift.</p> <p><u>Grant Application</u></p> <p>Mr. Pickard advised that the Foundation was declined for a grant that it recently submitted. The Foundation's grant submission was not moved into the second round. Fran Dauphinais will follow-up with organization in a few weeks time to try an obtain feedback on why the Foundation's grant submission did not proceed to the second round to better understand what the organization is looking for and how to improve in the future. Fran Dauphinais will continue to investigate other grant opportunities.</p> <p>Fran Dauphinais advised that you often have to apply for a grant a few times before getting the grant.</p>	<p>Sign-up to man the booth at the Unionville Festival – All Directors</p> <p>Follow up with organization why grant did not move forward to second round - Fran Dauphinais</p>

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	<p>Mr. Pickard noted that obtaining more grants was important to improving the Foundations revenue, as grants currently only make-up 5% of the Foundation's revenue. Therefore, there is lots of opportunity for upward movement.</p> <p><u>Promoting the Gallery's Membership</u></p> <p>Jim Schmidt, Chair, spoke about the need to increase the Gallery's membership, and questioned how more value could be added to the membership to help grow the program. Mr. Schmidt suggested that all Directors should be members of the Gallery.</p> <p>The Board briefly discussed the membership renewal process, the membership fee, and the possibility of creating a Foundation membership.</p> <p>Niamh O'Laoghaire, Director, Varley Art Gallery, advised that the City is currently moving toward a joint membership between all of its cultural facilities rather than an individual membership for each cultural facility.</p> <p>Ms. O'Laoghaire suggested that the Board speak with Chris if they wanted more information on the membership fee or the joint membership.</p> <p><b>b. Art Acquisition Committee</b></p> <p>No report was provided.</p> <p><b>c. Governance Committee</b></p> <p>Nick Mracic spoke briefly about the Governance Committee's Report, and Draft Charter that was circulated with the agenda package. The Draft Charter combines information from several of the Foundation's governing documents in one simplified document. The Directors were requested to review the Draft Charter and provide their feedback to Connie Leclair, Nick Mracic, Craig McOuat. Feedback should be summited within the next two weeks.</p> <p>Niamh O'Laoghaire, Director, Varley Art Gallery, questioned if the City would also be requested to sign the Charter.</p>	<p>Provide feedback on the Draft Charter to the Governance Committee within the next two weeks – All Directors</p>

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<p><b>d. New Business</b></p>	<p><u>Request for Respect in the Workplace Course</u>  Fran Dauphinais advised that a date needs to be selected for required board training on “Respect in the Workplace”. The training will take approximately two hours. The Board suggested possibility conducting the training as of the Board Meeting following the Unionville Festival.</p> <p>Al Pickard advised that he would discuss this with the Board</p> <p><u>Exhibit Timelines</u>  The Board inquired when exhibit timelines are communicated to the Directors, and if the Board should be endorsing the schedule. Having the information in advance may help the Board plan its fundraising activities more in advance.</p> <p>Niamh O’Laoghaire, Director, Varley Art Gallery, advised that the exhibits schedule is planned by Gallery Staff and is included in her Director’s Report. Ms. O’Laoghaire noted that the exhibits schedule is tied to a three year operating grant.</p>	<p>Determine date of Request in the Work Place Training - Chair and Vice-Chair</p>
<p><b>e. Future Meeting Dates</b></p>	<p>The next meeting of the Varley-McKay Art Foundation of Markham will be held on June, 12 2023.</p> <p>The Board agreed to hold a Board meeting on July 20, 2023.</p>	
<p><b>f. Adjournment</b></p>	<p>Moved by Emily Li  Seconded by Nik Mracic</p> <p>The Varley-McKay Art Foundation of Markham adjourned at 8:17 PM.</p> <p style="text-align: right;"><b>Carried</b></p>	