



Minutes
Varley-McKay Art Foundation of Markham
Monday, June 12, 2023
6:00 - 8:00 p.m
Council Chamber, Markham Civic Centre

<p><u>Attendance</u></p> <p>Board of Directors Present: Jim Schmidt (Chair), Amin Giga (Treasurer), Craig McOuat (Vice-Chair), Al Pickard (Fundraising Chair), Connie Leclair (Governance Chair), Councillor Reid McAlpine, and Nik Mracic</p> <p>Staff Present: Niamh O’Laoghaire, Director, Varley Art Gallery, Anik Glaude, Curator and Program Co-ordinator Francesca Dauphinais, Cultural Development Officer, Varley Art Gallery, and Laura Gold, Clerk</p> <p>Regrets: Deputy Mayor Michael Chan, Bonnie Leung, Arpita Surana, Chan, Carolyn Le Quéré, Emily Li, and Lisa Joy-Facey, and Chris Rickett, Director of Economic Growth, Culture and Entrepreneurship,</p>

Item	Discussion	Action
1. Call to Order	The Varley-McKay Art Foundation of Markham convened at 6:01 PM with Jim Schmidt presiding as Chair.	
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 X	<p>Minor edits were made to the attendance and under the Governance Report.</p> <p>Moved by Amin Giga Seconded by Al Pickard</p> <p>That the May 8, 2023 Varley-McKay Art Foundation of Markham Minutes, be approved, as amended.</p> <p style="text-align: right;">Carried</p>	
4. Business Arising from the Minutes	There was no business arising from the minutes.	
5. Director’s Report	Niamh O’Laoghaire, Director, provided a brief overview to the Varley Art Gallery’s Ontario Art Council Grant Application, and requested the Board’s approval of the application.	

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	<p>Ms. O’Laoghaire also presented her Directors Report. A copy of her report was circulated at the meeting.</p> <p>Moved by Councillor Reid McAlpine Seconded by Connie Leclair</p> <p>The Varley-McKay Art Foundation of Markham approve the Varley Art Gallery’s 2023 Ontario Art Gallery’s Grant Application Carried</p>	
<p>6. Anik Glaude Future Exhibitions</p>	<p>Anik Glaude, Curator and Program Co-ordinator, provided a presentation on the Varley Art Gallery’s future exhibitions.</p> <p>The Board discussed the following relative to the presentation:</p> <p><u>Marketing of Exhibitions</u> Ms. Glaude advised that she has been preparing simple marketing plans for each exhibit that mostly target the artist community. Ms. Glaude explained that the new marketing/communication employee will be taking over the majority of this role. Ms. Glaude noted that this will give her a greater opportunity to develop relationships with the artists.</p> <p>Ms. O’Laoghaire advised that the Board could assist with the promotion of exhibitions to target groups in Markham.</p> <p><u>Buying of Artist Art Works</u> Ms. Glaude advised that the Gallery will on a case by case basis buy artwork from the exhibition artist.</p> <p>The Board suggested that the Gallery should try to strategically plan the purchasing of exhibition artwork so that the Foundation can plan its budget accordingly.</p> <p><u>Group of 7 Event on July 7th</u> The Board questioned if the Gallery was participating in a Group of 7 event being held on June 7th.</p> <p>Ms. Glaude advised that she was not aware of the event, but suggested that the Gallery could possibly participate in event next year.</p>	

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<p>7. Financial Report</p>	<p>Amin Giga, Treasurer, presented the Varley-McKay Art Foundation of Markham’s audited 2022 Financial Statements. The Board also agreed to send the audited statements to Council as a Foundation Matter, so that they are received in timely manner by Council and so the focus of next year’s AGM is on the 2023 Financial Statements.</p> <p>Mr. Giga also presented the Varley-McKay Art Foundation of Markham’s Financial Position, as of April 30, 2023.</p> <p>Moved by Craig McOuat Seconded by AL Pickard</p> <p>That the 2022 Audited Financial Statement of the Varley-McKay Art Foundation of Markham be approved.</p> <p style="text-align: right;">Carried</p> <p>Moved by Nik Mracic Seconded by Craig McOuat</p> <p>That the signed 2022 Audited Financial Statement of the Varley-McKay Art Foundation of Markham be sent to the Council.</p> <p style="text-align: right;">Carried</p>	
<p>8. Committee Reviews</p>	<p>a. Fundraising Committee</p> <p>Al Pickard presented the Fundraising Committee Report.</p> <p>Unionville Festival</p> <p>The Board discussed the booth it had at the Unionville Festival. Many of the festival patrons were not aware that the Gallery was there. The booth generally ran smoothly, but tweaks could be made to improve the booth for the next event, such as possibly only having one person man the booth in the mornings when the festival is quieter, having a mural activity for the children that involves colour coded stickers, improving the messaging when approaching patrons, and coming up with more innovative ideas to draw in and engage patrons. A suggestion was made to have a presence at the McKay House at next year’s festival to encourage festival patrons to trickle over to the Gallery (if possible). Some of the barriers to doing this were discussed, such as the McKay House traditionally being used at</p>	

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	<p>the festival by the group of artist that rent the house. The Directors noted that inside the Gallery both the magician and the exhibit were well received.</p> <p>The Board thanked Francesca Dauphinais for coordinating the booth, and the Directors that volunteered their time to man the booth.</p> <p>Ms. Dauphinais thanked the Board Members for manning the booth, as it gave her more time to speak with patrons viewing the exhibition and help out inside the Gallery.</p> <p>Future Attendance at Events After some discussion, the Board agreed to attend the TD Markham Jazz Festival on the weekend of August 19th, and the Markham Fair from September 28th to October, 2023, if feasible. These events were selected based on their timing and due to the audience being more likely to create fundraising opportunities.</p> <p>The Board also agreed to consider attending the Taste of Asia, and Night it Up in 2024.</p> <p>Moved by AL Pickard Seconded by Amin Giga</p> <p>That the Varley-McKay Art Foundation of Markham approve attending that TD Markham Jazz Festival on the weekend Aug 19, 2023, and the Markham Fair from September 28 – October 1st, 2023, subject to the viability.</p> <p style="text-align: right;">Carried</p> <p>Fundraising Event Prior to the Opening of the Next Gallery Exhibition The Board briefly discussed holding a wine and cheese event prior to the opening of the next Gallery exhibit, noting that the planning of the event would need to start in early July to make the event viable. As it takes a few week to get a liquor permit, and the artist would need to be provided with adequate notice if the desire is for them to attend.</p> <p>Sponsorship Package/Donation Letter</p>	

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	<p>Al Pickard advised that he has created two versions of the donation letter for the Directors to work with, explaining that the letters are designed so that the letter can be copied and pasted and sent out to friends. One of the letters also has been created so that you can personalize the donation request based on who you are sending it to.</p> <p>Francesca Dauphinais requested to man a central list of who is receiving the letters to ensure the same people or businesses are not being approached by multiple Directors.</p> <p>b. Art Acquisition Committee</p> <p>There was no report provided.</p> <p>c. Governance Committee</p> <p>Connie Leclair, Governance Chair, provided a Governance Report. An unofficial Board Meeting was agreed to be scheduled on Monday, June 26th from 6- 8 PM for Directors to discuss and provide feedback orally on the Charter. Councillor Reid McAlpine agreed to book a boardroom on Main Street Unionville for the unofficial meeting. Written comments on the Charter were to be submitted by June 27th. The target is for the Board to approve the Charter at the official Board meeting on July 20th.</p> <p>Moved by Connie Leclair Seconded by Al Pickard</p> <p>That an unofficial Board meeting be held on June 26, 2023 to discuss and provide oral feedback on the proposed Varley Art Foundation of Markham Charter; and,</p> <p>That written feedback on the Varley-McKay Art Foundation of Markham Charter be submitted by June 27, 2023; and further,</p> <p>That the final draft of the proposed Varley-McKay Art Foundation of Markham be presented and considered for approval at the July 20, 2023 Board meeting.</p> <p style="text-align: right;">Carried</p>	<p>Book room for unofficial Board Meeting to be held on Monday, June 26th - Councillor Reid McAlpine</p> <p>Provide written feedback on the draft Charter by June 27, 2023– All Directors</p>
d. New Business	There was no new business.	

Item	Discussion	Action
e. Future Meeting Dates	The next meeting of the Varley-McKay Art Foundation of Markham will be held on July 20, 2023.	
f. Adjournment	Moved by Connie Leclair Seconded by Nik Mracic The Varley-McKay Art Foundation of Markham adjourned at 7:57 PM. Carried	