



Notes

Varley-McKay Art Foundation of Markham

Monday, July 24, 2023

6:00 - 8:00 p.m.

Art Gallery

Attendance

Board of Directors Present: Jim Schmidt (Chair), Amin Giga (Treasurer), Craig McOuat (Vice-Chair), Connie Leclair (Governance Chair), Al Pickard (Fundraising Chair), Lisa-Joy Facey

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

Regrets: Deputy Mayor Michael Chan, Councillor Reid McAlpine, Bonnie Leung, Chris Rickett, Director of Economic Growth, Culture and Entrepreneurship, Amin Giga, Treasurer, Carolyn Le Quere, Emily Li, Nik Mracic, Arpita Surana

Item	Discussion	Action
1. Call to Order	The Varley-McKay Art Foundation of Markham convened at 6:02 PM with Jim Schmidt presiding as Chair. The Committee did not receive quorum but opted to hold an unofficial discussion.	
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 June 12, 2023	That the June 12, 2023 Varley-McKay Art Foundation of Markham Minutes, be approved.	To be placed on the next agenda for approval.
4. Business Arising from the Minutes	There was no business arising from the Minutes.	

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5. Director's Report	Niamh O'Laoghaire, Director of the Gallery, provided information on the Fall Exhibitions advising that artist Chantal Miller would be in attendance at the opening ceremony. Ms. O'Laoghaire also advised that the Gallery is making an offer to an individual related to the Communications position which they hope to have on board in early August.	
6. Financial Report	Al Pickard expressed some concerns with how donations are reported within the financial statements. Mr. Pickard commented on the classifications used for donations and the reporting based on when donations are received. Francesca Dauphinais, Cultural Development Officer, Varley Art Gallery, noted that the \$30,000 donations received from TD will be reflected on the July Financial Statement.	
7. Committee Reviews	<p>a. Governance Committee Connie Leclair, Governance Chair, thanked the members of the Board who met on June 26th to draft the charter. Ms. Leclair advised that the charter has not yet been finalized and that the intent would be to finalize the charter and present to the Board by the end of 2023.</p> <p>b. Fundraising Committee Al Pickard and Fran Dauphinais provided the following Fundraising Committee update:</p> <p><u>Markham Jazz Festival</u> The Board discussed whether or not they should have a presence at the Jazz Festival. Jim asked if anyone has ideas on how the Board fits into the Jazz fest. Ms. Dauphinais advised that there would not be drop in activities at the gallery, outside of regular tours. The Board agreed that a major presence may not be necessary or viable at the Jazz Festival and agreed to focus their efforts toward the Fall Exhibition. Ms. O'Laoghaire suggested a volunteer be stationed in the lobby of the gallery to distribute brochures to any drop in visitors. Ms. Dauphinais noted that gallery tours could be shortened to fit the needs of any drop in visitors coming from the festival. Mr. Pickard suggested that the sign-in sheet should be in a prominent location to ensure drop in visitors information is</p>	

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	<p>captured. Mr. Pickard expanded on the issue of the sign-in sheet as detailed under new business.</p> <p><u>Fall Exhibition Event</u></p> <p>Al Pickard, Fundraising Coordinator, and Francesca Dauphinais, Cultural Development Officer, Varley Art Gallery, provided an overview of the proposed Fall exhibition event and working budget. Ms. Dauphinais advised that the event is proposed to include wine tasting and a charcuterie table with some entertainment and an artist to provide an exclusive tour. The Board discussed a possible ticket price of approximately \$200-\$250.</p> <p>Some members of the Board expressed concerns with a \$250 ticket price, noting that it may seem expensive to some otherwise interested individuals. Mr. Pickard stressed that the purpose of the event is to generate revenue for the Gallery and should be marketed as such. Lisa-Joy Facey suggested that a sponsor donate a group of tickets to ensure that the diverse community is represented. Mr. Pickard also noted that a free Gallery opening is taking place prior to the proposed event for all who wish to attend.</p> <p>James Schmidt, Chair, agreed to contact some possible sponsors and wineries regarding the event.</p> <p>The Board agreed to prepare the Fall brochure draft as soon as possible for review to ensure it is ready to be distributed at the event.</p>	
<p>c. New Business</p>	<p><u>Mailing List & Sign-In Sheet</u></p> <p>Al Pickard advised the Board that he obtained a copy of all Gallery engagements from the past 7 years to create an email list of approximately 1250 individuals. Mr. Pickard expressed concerns that the sign-in at the gallery is not being well-utilized and queried if the Gallery staff could be further trained to ensure visitors are being asked to sign-in. Ms. Dauphinais advised that Gallery staff do encourage sign-ins but noted that not everyone is willing to sign. The Board discussed ways for the sign-in to be incentivized or how information could be targeted to certain groups. Mr. Pickard suggested that the sign-in trigger a thank you email to follow a visit to the Gallery. Mr. Pickard also mentioned that the data from class registrations through the City's CLASS Registration system was pulled to ensure the Board</p>	

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	<p>has the contacts of any parents or adults who have registered for Gallery classes or activities.</p> <p>Mr. Pickard inquired how much money is collected by the Gallery donation box. Ms. O’Laoghaire advised that the donation box receives over \$1000 per year. Ms. Dauphinais advised that the Gallery is looking to enhance the donation options to include tap options for payment to ensure that individuals can donate whether or not they have cash. The Board discussed a membership card where a reward would be provided for swiping the card as another way to incentivize membership and donations.</p>	
d. Future Meeting Dates	The next meeting of the Varley-McKay Art Foundation of Markham will be held on September 11, 2023.	
e. Adjournment	The present members of the Varley-McKay Art Foundation of Markham completed their discussion at 7:23 PM.	