



FLATO MARKHAM THEATRE ADVISORY BOARD MEETING – March 27, 2023 MINUTES

Board Present	Staff Present	Regrets
Diane Lai Regional Councillor Jim Jones Ken MacDonald Justin Reid Sophia Sun Srinka Wallia	Eric Lariviere Scott Hill Andrew Rosenfarb Siobhain Fray	Suelyn Cheong Michael Chen Anne Gilligan Ronald Minken

1.0 Call to Order and Chair's Opening Remarks

That the meeting convened at the hour of 5:38 pm with Diane Lai in the Chair

2.0 Declaration of Pecuniary Interest

None

3.0 Agenda Review, Additions/Changes

None

4.0 Approval of Minutes of the January 23, 2023 Meeting

It was

Moved by Justin Reid

Seconded by Ken MacDonald

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, January 23, 2023, be approved.

CARRIED

5.0 General Manager's Report and Team Updates

Refer to supporting documents ○ Programming for 2023/2024 is underway and Season Launch is on May 29, 2023 ○ Dressing room renovations to be awarded and fire curtain replacement has been awarded and will proceed as planned

- 2023 capital projects final approval delayed until April 5th ○ First quarter of rentals has been successful
- Dance competitions in full swing. First relaxed performance was successful
- More hand holding with the rental groups due to change in leadership and being out of practice coming out of the pandemic
- Rebuilding the Front of House team ○ Our rental business is trending well and we are hopeful to be back to the 2019 level by 2024.



- Rates increase almost yearly as part of the by-law
- Resuming Every Child Every Year program
- Simply Series programs continue but still need to raise more money
- Scaled down the season and ticket sales have been very good considering that strategies had to change due to some subscribers not returning
- Funds are in good shape so far for our programs

6.0 Priority Items

- 6.1 Board Recruitment** ○ Received candidates to be reviewed by Eric, then interviews with council and approval ○ Process is done through the city and will promote it through our side as well ○ Eric will send a posting if anyone can forward to potential people
- Due to the pandemic we have lost a few players and all current members terms have expired. Recommendation to hire back everyone for 1 more term while we recruit new members

ACTION: Vote on extending current members' term. Vote on this next meeting

- 6.2 Terms of Reference updated by Clerks Department & Review Terms of Reference** ○ Terms of reference are dated and need to be updated ○ City has assigned one Regional Councillor as opposed to the two councillors previously ○ Need a small taskforce (3 people) to take the time to review the terms (what is the job of the board and how many people do we want). Bring a recommendation to the board for review. Subsequently bring to council

ACTION: Justin, Diane, and Srinka will volunteer for the task force (should take one meeting to review – to be completed before next meeting)

- We will not develop the terms of reference for the foundation at this time

- 6.3 Update Strategic Planning Department Economic Growth, Culture and Entrepreneurship** ○ Diane has attended some meetings ○ Eric will provide a report in the future

7.0 Working Committees and Task Forces Updates

- 7.1 Markham Performing Arts Awards Task Force** ○ Sophia will try to recruit board members from the HSBC Tower and will follow the recruitment procedure

- Next meeting to discuss the Markham Performing Arts Awards. Procuring the Artist to create the awards is a priority.

Action: Sophia to suggest a couple of dates to meet in early May with Eric and Scott

- 7.2 Annual Gala Committee** ○ Ken is happy to continue on as the Gala Co-Chair

- Ken asked Rod Black to host again and there is no firm commitment at this time

Action: Meet in May to establish committee and Co-Chair ○

Need to determine artist for the Gala



- Justin will continue to consult with his people to help with the gala to try to secure a big name so that more revenue can be generated. Current prospects include 2 table sponsors at 50K each. With a bigger artist, could generate more big sponsors. Will need another 2-3 weeks to have the right strategy.

8.0 New Business

Jim Jones hopes to bring the Hollywood North Project forward with Ryan Reynolds

9.0 Date of next meeting:

Monday, April 24, 2023 - 5:30 pm in person with dinner after

10.0 Adjournment

That the meeting adjourned at the hour of 6:46
