



## FLATO MARKHAM THEATRE ADVISORY BOARD MEETING – January 22, 2024 MINUTES

Board Present	Staff Present	Regrets
Dawn Donaldson Brad Fletcher Regional Councillor Jim Jones Diane Lai Ken MacDonald Brent Matthews Larry Matthews Richard Morales Sophia Sun Srinka Wallia	Eric Lariviere Scott Hill Andrew Rosenfarb Siobhain Fray	Michael Chen Anne Gilligan Ronald Minken Susie Nunes Celeste Pelliccione Justin Reid

### 1.0 Call to Order and Chair's Opening Remarks

That the meeting convened at the hour of 5:36 pm with Diane Lai in the Chair.  
New members welcomed and introductions made prior to meeting commencement.

### 2.0 Declaration of Pecuniary Interest

None

### 3.0 Agenda Review, Additions/Changes

6.1 addressed prior to 1.0

### 4.0 Approval of Minutes of the December 4, 2023 Meeting

It was

Moved by Ken MacDonald  
Seconded by Sophia Sun

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, December 4, 2023, be approved.

CARRIED

### 5.0 General Manager's Report and Team Updates

Refer to supporting documents.



Eric Lariviere announces the new Theatre staff members - Alan Kinsella Discovery Coordinator and Sarah Hathaway Client Services Coordinator.

Eric Lariviere shares Strategic plan with the new members.

Team Report is presented by Eric Lariviere, Scott Hill and Andrew Rosenfarb. Some highlights of the report are as follows:

- Revenues for the Theatre are a combination of Community, Education and Commercial rentals;
- 2024 projected to bring the Theatre back to pre-pandemic levels using 2019 results as the benchmark and taking the rising rental rates into consideration;
- Robust marketing program for the Theatre. Several media partners' involvement resulting in more activations particularly in the Chinese market;
- Goal to deepen relationships with media in visible minorities and need to outsource to key marketing professionals to accomplish this goal;
- Recently held a target marketing event at the Theatre with positive feedback;
- More focus and attention to raising money going forward;
- Theatre dashboard report does not reflect final numbers as accounting is delayed

Eric Lariviere shows 2023 Highlights Presentation. Some highlights of this presentation are as follows:

- The new governance will need to be approved. Diane Lai will present the proposed governance;
- Theatre is not at full capacity of full time employees;
- Typical rentals pre-pandemic was 350 and currently not far from that number;
- A venue was lost to host some camps so that affects how much the Theatre was utilized;
- Simply Series is a select list of performers that were captured in a live stream capacity and presented online;
- Received grants to purchase better equipment to produce the Simply Series;
- Revenue is not usually high in the contemporary dance category
- Top 10 productions were solely based on best impact in the community. It is a balance between audience experience and ticket sales;
- Net Promoter Score is at 92%

Regional Councillor Jim Jones discusses his proposal to Council of future plans to have a new Go train and condo infrastructure, including a 500,00 square foot sports and entertainment arena, and to intergrade a new Theatre facility within.

## **6.0 Priority Items**

### **6.1 Introduction of new Advisory Board members**

All Board Members and Staff made brief introductions and shared their backgrounds prior to commencement



## **6.2 Governance 2024**

Refer to supporting documents.

Diane Lai reviews and discusses the governance with the new members and that the proposed governance will be going to council for approval.

Diane gives brief explanations of the Markham Performing Arts Awards and the Annual Discovery Gala committees and the members' roles and functions in each committee.

Diane nominates Srinka Wallia as Chair with Sophia Sun as Vice Chair.  
Seconded by Dawn Donaldson

CARRIED

## **7.0 Working Committees and Task Forces Updates**

### **7.1 Markham Performing Arts Awards Committee**

Diane nominates Sophia Sun to remain as Chair for the Markham Performing Arts Awards.

Seconded by Larry Matthews

CARRIED

Brent Matthews and Richard Morales to join the Markham Performing Arts Awards committee.

### **7.2 Annual Gala Committee**

It is to be determined if there will be a Gala for 2024. Srinka Wallia and Ken MacDonald to remain as Co Chairs. The Task force will handle the decision to host a gala for 2024. Brad Fletcher, Larry Matthews and Richard Morales to join the Gala Committee.

### **7.3 Other Working Committee(s) or Task Force(s)**

Dawn Donaldson to join the Strategic Planning Committee.

## **8.0 New Business**

None

## **9.0 Date of next meeting:**

Monday, March 25, 2024 – In person

## **10.0 Adjournment**

That the meeting adjourned at the hour of 6:57