



FLATO MARKHAM THEATRE ADVISORY BOARD MEETING – MARCH 18, 2024 MINUTES

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

1.0 Call to Order and Chair’s Opening Remarks

That the meeting convened at the hour of 5:34 with Srinka Wallia in the Chair.
Welcome Sarah Micallef and Celeste Pelliccione, new members who were unavailable for January 22, 2024 meeting.

2.0 Declaration of Pecuniary Interest

None

3.0 Agenda Review, Additions/Changes

None

4.0 Approval of Minutes of the January 22, 2024 meeting

It was

Moved by Dawn Donaldson
Seconded by Sophia Sun

That the minutes of The Flato Markham Theatre Advisory Board meeting of Monday January 22, 2025 be approved.

CARRIED

5.0 General Manager’s Report and Team Updates

Refer to supporting documents.

Eric Lariviere, Scott Hill and Andrew Rosenfarb presents the Team Report. Some highlights are as follows:



- March 10th, the Theatre was part of the opening ceremonies for The Little National Hockey League Tournament, which was hosted by The City of Markham;
- Theatre is approaching dance competition season, which yields the highest revenues for the Theatre each year;
- Theatre is rented by community, commercial and education & discovery groups. Each group has different rental rates. There are several core and repeat renters that generate a large portion of the Theatre's revenue year over year;
- There is an extensive wait list as the Theatre is typically sold out or at capacity and cannot provide space for all rentals. Staff would likely be able to accommodate all rentals requests if there was another theatre;
- Pleased to present the Gordon Lightfoot tribute band as the drummer is a long time resident of Markham;
- Theatre continues to work with sponsors and partners and hope for all sponsors to renew for the 2024/2025 season;
- Was an excellent first year post pandemic and the Theatre is in a good financial position;
- The new proposed terms of reference and a report have been submitted to Development Services Committee. Hope to have an approval by next Advisory Board meeting.

Andrew Rosenfarb shares 2023/2024 Capital Projects presentation. Some highlights of this presentation are as follows:

- Fire Curtain, dressing room renovation, program sound, high resolution video wall, and various external building repairs were completed in 2023;
- LED auditorium lighting, hot water pump, exterior door replacements, electrical infrared safety inspections, lobby ceiling drywall, hearing impaired system replacement, various health and safety upgrades and numerous stage equipment improvements to be completed in 2024;
- 2025 is projected to be a big year with capital projects. Requesting the PA system to be replaced which is a very large project.

A brief discussion developed after the Capital Projects presentation as follows:

- The continued upgrades will not affect the proposal for a new theatre. They are many community and commercial groups of which their shows can only fill 500 hundred seats leaving the venue in high demand and a major asset. Keeping this venue will not have any negative effects on the community needs for a larger/new venue;
- A new venue in addition to keeping the current venue is a great advocacy piece for the Advisory Board. Advisory Board might want to consider this and how to sustain business in the current economy – for example, the need for a “fly house” to handle the demand for Broadway shows, creating a cultural hub, having multiple rooms to sustain the high demand of education and community programs, retail opportunities, etc.;
- Eric Lariviere's last day will be April 12th and Scott Hill will take the role of Acting General Manger;
- Scott's replacement as Business and Rental Manager will be Maxwell Silva-Chappell who comes with extensive experience as well as working with another municipality

6.0 Priority Items

6.1 Transition Theatre Manager



Covered in the staff report presentation

6.2 FMT sustainable model and capacity

- Have built a great brand so far and we need the continued support from our sponsors;
- The Theatre has left an impression in the community and put Markham on the map with this venue and its services;
- The need and importance for a full time General Manager and a full time Programmer is prevalent as the brand continues to grow and develop

6.3 Status Gala

Schedule for next meeting due to insufficient time at present.

6.4 Advocacy Committee

Covered in 7.3

6.5 Markham Foundation for the Performing Arts

Time was very limited to create a new board for the Markham Foundation for the Performing Arts. The Foundation's main objective is to raise funds for theatre programs (e.g. discovery), and advocate for a new theatre. One strategy was to partner with York University as they build a new campus. York could still be a potential partner and more grants will be made available and many opportunities to acquire funding. The University would also bring their own events. Money raised will go directly to programs and infrastructure, with the priority to build a new theatre. The community has grown exponentially and the venue cannot sustain the increasing demand. Now that the Foundation has a charity status the Foundation can pursue funding. The time needs to be taken to acquire a full-time staff member and then recruit a board. Establishment of operations, business plan, etc., needs to be created. A task force could handle this.

A motion to form a Foundation Task Force, with Celeste Pelliccione and Brad Fletcher as members with the option to for other members to join was brought forward.
It was

Moved by Dian Lai

Seconded by Celeste Pelliccione

That a Markham Foundation of Performing Arts Task Force be formed.

Carried

7.0 Working committees and task forces:

7.1 Markham Performing Arts Awards committee

7.2 Annual Discovery Gala committee

7.3 Other working committee(s) or task force(s)

A lengthy discussion arose regarding the roles and responsibilities of the Advocacy Committee. It was decided at this time to defer this conversation so that the governance, goals and objectives and mission statements of the new committees and task forces can be developed and expanded further.

8.0 New Business

None



9.0 Date of next meeting:

May 27, 2024

Future meetings:

June 24, 2024 (optional)

September 23, 2024

November 25, 2024

10.0 Adjournment

The meeting adjourned at the hour of 7:03 pm



STAKEHOLDERS INVITED TO ATTEND:

Diane Lai
Michael Chen
Dawn Donaldson
Brad Fletcher
Anne Gilligan
Regional Councillor, Jim Jones
Ken MacDonald
Brent Matthews
Larry Matthews

Sarah Micallef
Ronald Minken
Richard Morales
Susie Nunes
Celeste Pelliccione
Justin Reid
Sophia Sun
Srinka Wallia

Staff:

Eric Lariviere
Chris Rickett

Scott Hill
Andrew Rosenfarb
Siobhain Fray