



Minutes

Varley-McKay Art Foundation of Markham

Monday, October 7, 2024

4:45 p.m.

Council Chambers

Attendance

Board of Directors Present: Jim Schmidt (Chair), Craig McOuat (Vice-Chair), Amin Giga (Treasurer), Connie Leclair (Governance Chair), Nik Mracic, Paul Cicchini, and Councillor Reid McAlpine

Staff Present: Niamh O’Laoghaire, Director, Varley Art Gallery; Francesca Dauphinais, Foundation Cultural Development Officer, Laura Gold, Clerk

Regrets: Deputy Mayor Michael Chan, and Arpita Surana

Agenda Item	Discussion	Action Item
1. Call to Order	<p>The Varley-McKay Art Foundation of Markham meeting convened at 4:45 PM with Jim Schmidt in the Chair.</p> <p>Paul Cicchini, new appointee to the Varley-McKay Art Foundation of Markham, was introduced and welcomed to the Board</p>	
2. Disclosure of Pecuniary Interests	<p>There was no disclosure of pecuniary interests.</p>	
3. Review of Minutes of Board Meeting held on September 9, and June 10, 2024	<p>A minor correction was made to the September 9, 2024, Varley-McKay Art Foundation of Markham Minutes.</p> <p>Moved by Connie Leclair Seconded by Craig McOuat</p>	

	<p>That the June 10,2024, Varley-McKay Art Foundation of Markham Minutes were approved as presented; and,</p> <p>That the September 9, 2024, Varley-McKay Art Foundation of Markham Minutes be approved as amended.</p> <p style="text-align: right;">Carried</p>	
<p>4. Business Arising from the Minutes</p>	<p>There was no business arising from the minutes.</p>	
<p>5. Directors Report</p>	<p>Niamh O’Laoghaire, Director, Varley Art Gallery, presented her Director’s Report. Some of the highlights included the following:</p> <p>2024 Fall Exhibition Opening Since the last Board meeting, the fall exhibits Meera Sethi: A Brief History of Wear opened in the Main Galleries, and Tracing Patterns curated by Anik Glaude opened in the Collections Gallery on September 21, 2024.The fall exhibit opening held on Sunday, September 22, 2024, was a success. Virtual iterations of both exhibits are in the process of being created.</p> <p>Jim Schmidt, Chair, was thanked for his continued support of providing printed copies of the Varley’s brochures, including brochures for the fall exhibitions and events, and rental brochures.</p> <p>Programs An update on programs was provided. One of the highlights of this update included the Varley hosting its first free Seniors Art Workshop Series.</p> <p>Rentals and Community Partnerships An update on Community Partnerships was provided.</p> <p>The Board praised Anik Glaude for the excellent job she did on the planning and execution of the 2024 Gallery Exhibitions.</p> <p>The Board asked for information on the 2025 exhibits as it helps with the undertaking of fundraising.</p> <p>The Board briefly discussed the impact the revitalization of Unionville could have on the Gallery’s rentals and camps.</p>	

<p>6. Development Officer Report</p>	<p>Francesca Dauphinais, Foundation Cultural Development Officer, presented the Development Officer Report. Some of the highlights of the report included the following:</p> <p>Grants <i>TD Bank Connected Communities</i> – Submitted 2025 application, noting multi-year applications are not accepted.</p> <p><i>Catherine and Maxwell Meighen Foundation</i> – submitting a grant for \$20K in exhibition support. Submitted twice without success, but optimistic about the 2025 submission as it takes longer to develop a relationship with private foundations.</p> <p>Fall Fundraising Event</p> <ul style="list-style-type: none">• held the fall fundraising event on Saturday, October 5th, 2024, at the Gallery.• The event was attended by 80 guests, which included the sale of 60 tickets.• Features a 20-minute artist’s talk followed by a 10–15-minute fashion show.• Programming went smoothly.• Scaled back as much as possible as there was limited sponsorship, but it is difficult to do this at the last minute.• Emphasized that board support of these events is a critical success factor.• Silent auction art did not sell (discussed whether the artwork should be given back if we do not sell it, or if an online auction should be set-up).• Noted that this fundraising event attracted a lot of new attendees.• Advised that the event lost approximately \$2800.• Suggested focusing on one event per year and grants.• Questioned if Saturday night is the best night to hold a fundraising event.• The Fundraising Committee was tasked with discussing the best strategic approaches to fundraising, noting that a committee needs to be appointed.• Councillor Reid McAlpine, Craig McOuat, Francesca Dauphinais, and Paul Cicchini demonstrated an interest in joining the Fundraising Committee.• Suggested holding smaller events outside the Gallery in collaboration with another event, noting that smaller events can help raise money.• Suggested starting sooner on events and that more time is needed between events.	<p>Meet to discuss a strategic approach to fundraising – Fundraising Committee.</p>
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<p>7. Financial Report</p>	<p>Amin Giga, Treasurer, advised that KPMG was appointed as the Foundations auditor for 2024 at the Annual General Meeting. There was no financial report update at this time. Mr. Giga advised that he would follow up with Andy Taylor, Chief Administrative Officer, City of Markham, regarding funding some of the tasks the Development Officer performs on behalf of the City.</p> <p>Fran Dauphinais was asked to investigate whether the Foundation would be eligible to receive a Destination Markham grant, as the Gallery could be seen as a tourist attraction in Markham. One of the issues in the past has been that the Varley needs to be able to show that it attracts patrons from more than 40 KM away to be considered a tourist attraction, and the Gallery does not currently collect stats on where its patrons come from. It was noted that Destination Markham also does collaborative events and that this type of event could also be something that may benefit the Gallery.</p>	<p>Investigate whether the Foundation is eligible to receive a Destination Markham Grant – Fran Dauphinais</p>
<p>8. Committee Updates</p>	<p>A) Governance Committee</p> <p>Connie Leclair advised that she was preparing a draft 2024-2025 Business Plan and spoke of the importance of having a plan as it helps ensure that the Foundation achieves its objectives.</p> <p>Nik Mracic advised that he would follow up with Commissioner Arvin Prasad regarding the Foundation’s proposed Charter as it has been some time since it was provided to staff to review.</p> <p>B) Fundraising Committee</p> <p>No report was provided.</p>	<p>Follow up with Arvin Prasad on the status of the Varley’s proposed Charter – Nik Mracic</p>
<p>9. New Business</p>	<p>There was no new business.</p>	
<p>10. Next Meeting Date</p>	<p>The next board meeting of the Varley-McKay Art Foundation of Markham will be held on November 11, 2024, at 6:00 PM at the Gallery.</p> <p>A holiday party will be held in December rather than a regular Board meeting. The Directors proposed holding the party at the Duchess on Main Street Markham.</p>	
<p>11. Adjournment</p>	<p>The Varley-McKay Art Foundation of Markham adjourned at 6:17 PM.</p>	

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