

**FIFTH MEETING OF THE YEAR 2018**  
**FLATO MARKHAM THEATRE ADVISORY BOARD**  
**CITY OF MARKHAM**  
**York Room, Civic Centre**  
**Monday, June 25<sup>th</sup>, 2018**

**MINUTES**

**ATTENDANCE:**

**Present**

Stephen Timms, Chair  
Eric Fagen  
Aleem Israel  
Deborah Jestin  
Diane Lai  
Ronald Minken  
Heather Reading  
Justin Reid  
Sophia Sun  
Srinka Wallia  
Amy Woods

**Staff**

Eric Lariviere  
Scott Hill  
Andrew Rosenfarb  
Debbie Watson

**Guests**

Stephen Chait

**Regrets**

Suelyn Cheong  
Councillor Alex Chiu  
Councillor Amanda Collucci  
Anne Gilligan  
Shaun Sauve

The meeting convened at the hour of 5:35 p.m. with Stephen Timms in the Chair.

## **1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS**

- last meeting until September
- Culture Track Canada study is really interesting and shows surprising insights

## **2.0 DECLARATION OF PECUNIARY INTEREST**

- none declared

## **3.0 AGENDA REVIEW, ADDITIONS/CHANGES**

- none

## **4.0 ADOPTION OF MINUTES**

Moved by Justin Reid  
Seconded by Deb Jestin

THAT the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, April 23<sup>rd</sup>, 2018, be approved as revised.

Carried.

## **5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING**

- new ticketing system – Audience View; complex contract and platform; receptive to making important changes; moving along but is a long process
- rentals are primarily weekends during the summer; spring is very busy
- budget on target overall
- just got a new \$150K lighting console; will be summer training; easier to program and do special effects
- 18-19 season tickets now on sale; singles are as strong as last year; overall going well so far
- summer camps are full and should do as well as last year; less traction at Cornerstone vs. FMT, nonetheless some weeks are sold out; restructured age groups, and the Actor's workshop program; this will allow another 50 kids to participate/register
- ECEY has been offered to Grades 4 to 6; slowly expanding
- marketing – surveyed patrons through the Strategic Plan process; base to benchmark for another one; great response – 750+; want to see how things are trending

## **6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION**

### **6.1 Culture Track Canada Study**

- a national survey of cultural consumers' attitudes, motivators, and barriers to participation
- the single greatest motivator for cultural participation is having fun
- audiences have yet to truly embrace technology as an integral part of the cultural experience
- audiences are divided on how and whether technology should play a roll in the cultural experience

- when it comes to audiences' ideal cultural loyalty program, discounts and perks are less persuasive than novelty or mission
- although American audiences give higher amounts to causes overall, a greater percentage of Canadian audiences are donors, however, when Canadian audiences decide what to give to, culture is rarely the priority
- the perception of government support is a critical reason why audiences don't donate to culture

## **7.0 WORKING COMMITTEE AND TASK FORCE REPORTS**

### **7.1 Strategic Plan Committee – Stephen Timms, Chair**

#### **➤ Markham Foundation for Performing Arts Update**

- Weir & Foulds are preparing the incorporation documents
- hope to have them all in place by late September
- the cost will be about \$1,888 plus filing fees plus HST
- charitable incorporation takes about a year to get a CRA number
- have asked Khalid Usman to be a founding member along with Justin Reid and Aleem Israel
- approval of directors won't happen until January, 2019
- it is hoped that we can announce the foundation at the gala
- final organization can take place between the September incorporation and receipt of the CRA number

### **7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair**

- 2 new leads are Telus and TD Bank
- have renewed all hotel partners - \$50K worth of rooms

### **7.3 Gala Committee – Deborah Jestin, Chair**

- 25 tables sold with the possibility of another 3; hope for a total of 35
- all single tickets are sold
- will be a huge success
- Co-Chair – Kylemore hasn't stepped up yet
- who would Shakir recommend?
- there will be a jazz quartet from Markham high school
- the auction is looking good
- still don't have anything for the live auction; need out of the ordinary, unique items
- also need more bottles of wine for the cork pop
- overall it feels like we are in great shape

**7.4 Markham Performing Arts Awards Task Force – Diane Lai, Chair**

- should be its own separate event
- winners are:
  - community - Sharon Mehaffey
  - professional - Kerry Stratton
  - partner - Weins Canada
- target a date for the end of September
- artist – Cathy Mark, metal sculptures, Port Perry

Moved by Diane Lai

Seconded by Srinka Wallia

THAT the winners of the Markham Performing Arts Awards be announced at an event separate from the gala;

AND THAT Cathy Mark be chosen as the awards artist;

AND THAT the winners, Sharon Mehaffey, Kerry Stratton, and Weins Canada, be listed on a plaque to be located in the theatre hallway.

Resolution carried.

**8.0 NEW BUSINESS**

**9.0 DATE OF NEXT MEETING**

- Monday, September 24<sup>th</sup>, 2018; 5:30 p.m.
- York Room, Civic Centre

**10.0 ADJOURNMENT**

- 6:45 pm