

**SECOND MEETING OF THE YEAR 2018**  
**FLATO MARKHAM THEATRE ADVISORY BOARD**  
**CITY OF MARKHAM**  
**Ontario Room, Civic Centre**  
**Monday, February 26, 2018**

**MINUTES**

**ATTENDANCE:**

**Present**

Stephen Timms, Chair  
Councillor Alex Chiu  
Eric Fagen  
Aleem Israel  
Diane Lai  
Heather Reading  
Srinka Wallia  
Amy Woods

**Staff**

Eric Lariviere  
Scott Hill  
Andrew Rosenfarb  
Debbie Watson

**Regrets**

Suelyn Cheong  
Councillor Amanda Collucci  
Anne Gilligan  
Deborah Jestin  
Ronald Minken  
Billy Pang  
Justin Reid  
Shaun Sauve  
Sophia Sun

The meeting convened at the hour of 5:40 p.m. with Stephen Timms in the Chair.

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

- welcome to the meeting

**2.0 DECLARATION OF PECUNIARY INTEREST**

- none declared

**3.0 APPOINTMENTS**

**3.1 Theatre Advisory Board Chair**

Moved by Aleem Israel  
Seconded by Eric Fagen

THAT Stephen Timms be appointed Theatre Advisory Board Chair for the year 2018.

Carried.

**3.2 Theatre Advisory Board Vice-Chair**

Moved by Srinka Wallia  
Seconded by Eric Amy Woods

THAT Aleem Israel be appointed Theatre Advisory Board Vice-Chair for the year 2018.

Carried.

**4.0 AGENDA REVIEW, ADDITIONS/CHANGES**

- none

**5.0 ADOPTION OF MINUTES**

Moved by Diane Lai  
Seconded by Aleem Israel

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, January 29<sup>th</sup>, 2018, be approved as revised.

Carried.

**6.0 GENERAL MANAGER'S REPORT - ITEMS ARISING**

- left column now represents 2018 strategic plan priorities
- the process for the new theatre complex feasibility study should start this summer
- March 11<sup>th</sup> is our first partnership for a relaxed performance specifically geared towards those with autism; with muted lighting and sound, quiet area and a safe, welcoming environment; important type of performance
- it is suggested that this would be a great thing to put in the paper
- capital projects – new lighting console and fixtures
- almost done the programming for the 18-19 season
- sold out performances with 2,600 tickets for Masters of Illusion
- mixed age group; all generations; 45% diverse audience

- summer camps sold out in 20 minutes
- marketing is preparing to launch the new season
- the gala dinner will be at the Hilton, with the show at the Theatre
- will allow for up to 300 at the dinner
- a few tables will be made available to the public
- year end financial results on budget target (- \$20K over \$3.2M)
- City subsidy - \$658,026; 20.7% of total operation.

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

### **7.1 Industry Trends / Culture Track 2017**

- US Culture Track Study provides good insights into participation to cultural activities and trends.

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

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

- City denied request for funding of the Foundation start up costs
- will, however, fund Legal Services help for the incorporation
- advocate with Mayor and Councillors re importance, and make sure they are on board
- move the Fundraising Committee to the Foundation
- 2018 Gala could be a good opportunity to announce and launch of the Foundation

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

- going to be renewing existing sponsors soon

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

- nothing further to report

### **8.4 Markham Performing Arts Awards – Diane Lai, Chair**

- nothing to report at this time

## **9.0 NEW BUSINESS**

### **10.0 DATE OF NEXT MEETING**

- Monday, March 26<sup>th</sup>, 2018; 5:30 p.m.
- Canada Room, Civic Centre

### **11.0 ADJOURNMENT**

- 7:00 pm