

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 29th, 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 11th 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 26th, 2018; 5:30 p.m.
- Canada Room, Civic Centre

11.0 ADJOURNMENT

- 7:00 pm