

THIRD MEETING OF THE YEAR 2018
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, March 26, 2018

MINUTES

ATTENDANCE:

Present

Stephen Timms, Chair
Councillor Alex Chiu
Aleem Israel
Deborah Jestin
Diane Lai
Ronald Minken
Heather Reading
Justin Reid
Srinka Wallia

Staff

Eric Lariviere
Scott Hill
Andrew Rosenfarb
Debbie Watson

Regrets

Suelyn Cheong
Councillor Amanda Collucci
Eric Fagen
Anne Gilligan
Billy Pang
Shaun Sauve
Sophia Sun
Amy Woods

The meeting convened at the hour of 5:30 p.m. with Stephen Timms in the Chair.

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- welcome to the meeting
- current programming shows great diversity – Tower of Power, Machine de Cirque, Tafelmusik in one weekend

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

- none

4.0 ADOPTION OF MINUTES

Moved by Diane Lai

Seconded by Councillor Alex Chiu

THAT the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, February 26th, 2018, be approved as revised.

Carried.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- 2018-2019 season programming is done and ready to announce.
- meeting with sponsors for renewals
- May 9 – 11:30 am media luncheon
- May 14 – 7:00 pm public announcement
- ongoing Bill 148 implementation and monitoring
- Ashley Van Eysinga is leaving her position at Discovery Coordinator, at the end of this week for a full time permanent position with Richmond Hill Performing Arts Centre
- Ashley did an outstanding job; too bad but we can't be competitive if we can't match the full-time position
- We are lucky that Monica Pain, a free lance important collaborator of the Theatre for many years, has accepted this important position. Monica was actually the original Discovery Coordinator, when the position was contracted part time when the program was created.

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 Framing the Future Governance of the Advisory Board vs. creation of Foundation.

- creating a foundation that will be a separate entity from the board and the City of Markham
- future directors to recruit will require specific skills and background, enabling great results in raising money – the new entity is meant to be a dynamic fundraising too.
- advisory board will continue its work for the Theatre – there will be some changes proposed for governance i.e. including the role to focus on advisory, strategy, and advocacy

- the role thus far taken by the Fundraising and Sponsorship Committee of the advisory board would be transferred to the Foundation
- have met with the Legal Department regarding the incorporation process for the Foundation.
- Foundation proposed name – Markham Foundation for the Performing Arts
- have also reserve the domain name – markhamfoundation.ca and .com
- hope to be ready to announce and launch at the gala this fall
- Aleem Israel and Justin Reid will be two of the founding directors, three are needed
- the request to use \$50K from the endowment fund to hire a fundraiser was turned down by the City
- will try again as it is a contract position, not staff

6.2 Advocacy

- the main role of the board would slightly shift and include, advisory with the City, guidance on strategic planning, and (new role) advocacy
- capacity building and engagement within a diverse community has always been in the background but should be more important
- could propose to assign one Councillor to the advisory committee, and one to the Foundation
- should there be members who sit on both the board and the Foundation?
- the two entities to be fully aligned with themselves, with the vision, mission, strategic direction, and operation of the Theatre.

7.0 WORKING COMMITTEE AND TASK FORCE REPORTS

7.1 Strategic Plan Committee – Stephen Timms, Chair

- nothing to report at this time

8.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- Heritage Grant application was approved through to the 20-21 season
- IBM renewed their sponsorship to the YouthTix program for 10K, and is purchasing a table at \$5K for the gala.

8.3 Gala Committee – Deborah Jestin, Chair

- Three new different financial groups have confirmed their Gala table, \$10K for each table
- there will be:
 - 15 tables at \$10K+; 10 people maximum each
 - 10 tables at \$5K+; 8 people maximum each
 - 10 tables open to the public at \$300 for the dinner and show; 8 people maximum each
- sales will open on April 9th for the balcony, at \$125 each
- \$175 prime seats will be held to go on sale at a later date
- \$300 for dinner and show
- open to donors first, then subscribers, then to our general public date base
- the artist contract is signed

- will be keeping a lot of things that worked well last year, eg. cork pop, but not doing the “Discovery” letters
- the silent auction will be here and the live auction at the Hilton

8.4 Markham Performing Arts Awards Task Force – Diane Lai, Chair

Moved by Diane Lai

Seconded by Deborah Jestin

THAT an alternate event to the gala be chosen for the presentation of the Markham Performing Arts Awards.

Resolution carried.

- the purpose of the awards is very important – celebrate artists and the community
- make it a public relations event
- critical to have all three categories, which are all very deserving
- start an annual event where they are handed out
- some considerations to be reviewed by the task force such as format of event? Could it help raise money? Should the awards presented on three separate nights?

9.0 NEW BUSINESS

10.0 DATE OF NEXT MEETING

- Monday, April 23rd, 2018; 5:30 p.m.
- Canada Room, Civic Centre

11.0 ADJOURNMENT

- 6:30 pm