

FIRST MEETING OF THE YEAR 2018
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Ontario Room, Civic Centre
Monday, January 29, 2018

MINUTES

ATTENDANCE:

Present

Stephen Timms, Chair
Eric Fagen
Aleem Israel
Diane Lai
Billy Pang
Heather Reading
Srinka Wallia

Staff

Eric Lariviere
Scott Hill
Andrew Rosenfarb
Debbie Watson

Guests

Arun Mathur

Regrets

Suelyn Cheong
Councillor Alex Chiu
Councillor Amanda Collucci
Anne Gilligan
Deborah Jestin
Ronald Minken
Justin Reid
Shaun Sauve
Sophia Sun
Amy Woods

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
- acknowledgement of the time and commitment given by Arun Mathur during his time on the board; you will be missed
- it was a wonderful experience
- a lot of progress has been made by the Board, who are proactive, committed members

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

- none

4.0 ADOPTION OF MINUTES

Moved by Heather Reading
Seconded by Diane Lai

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, October 23rd, 2017, be confirmed.

Carried.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- Bill 148 expected to cost us +\$150K for the first year
- not increasing rental rates much, just staff rates and new rates for summer camps
- another spectacular rental year; revenues increased despite being closed for renovations
- still improving Front-of-House to provide better service levels
- staff morale and motivation much improved
- new projector and screen; looks spectacular
- only 1 person needed to set up the screen
- capital projects on track
- ECEY went well
- Interkom taking over marketing during the transition period
- being very well handled; they have a lot of skills so more effective and efficient
- they have a lot of internal resources; at least 3 people working on our account
- a lot of motivation for them to do a good job
- December shows, Brass Transit, Nikki Yanofsky, Masters of Illusion, sold out
- over all, a stellar year despite the shutdown and challenges
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6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 2017 Discovery Gala Roundup

- silent auction was re-evaluated and did better this year
- a lot of challenges were addressed
- wine cork idea sold out in minutes
- art work cards done by UHS students didn't work out as well as hoped
- Patrick O'Hanlon was missed at the silent auction
- challenge to get a lot of stuff done during the dinner, i.e. awards, auction, dinner
- review how we do awards – not at the dinner?
- give them a higher profile during the gala
- winners were very happy with the awards
- if the dinner were held at the Hilton, could be more people
- people were pleasantly surprised by Kiefer Sutherland's performance and how good he was, but sales were disappointing
- when sending out thank you letters, send out a certificate which shows their contribution to the community
- the dinner itself was excellent

6.2 2018 Gala Date and Dinner Location:

- thanks to Justin for the financial assistance
- Blue Rodeo giving back \$25K of the performance fee
- a little hurdle with the location – the Civic Centre not available due to the election
- if can't use the Great Hall, then
 - dinner at Hilton and show here, or
 - have reserved the Great Hall space at UHS for dinner, and show here, or; space bigger than here but need to be able to dress the room; also need a special occasion permit, which may be against Board policy, or
 - change the date, which might be tricky for the artist to do, or
 - all at the Hilton; very expensive but could have more people; question is can we really sell more tables?
- have to find a new co-chair
- was difficult to sell tables without Patrick
- what's our obligation re travel between event venues if serving alcohol?
- if at the high school, use Discovery as the hook for having it there
- need to decide soon
- what about a tent?
- need to narrow down the options
- if before the election all politicians might attend

6.3 Funding of Foundation Start-up:

- City said can set up a Foundation and the Legal Department will give support but probably not done any time soon
- were told money can't be used from the endowment fund
- go to an outside legal firm to do pro bono work
- build governance from scratch; look at Kingston model
- also going to talk to the Hospital board

- City vs. private foundation – ask the Mayor to be that person
- sending an e-mail to the City to get them more interested
- use Blue Rodeo's \$25K to partially fund?
- will the City allow us to do it?
- position the Gala as a launch for the Foundation

6.4 Strategic Priorities:

- 3 goals and 22 objectives
- key items – staffing – does needs assessment study cover a new location:

7.0 WORKING COMMITTEE AND TASK FORCE REPORTS

7.1 Strategic Plan Committee – Stephen Timms, Chair

- nothing further to report

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- nothing to report at this time

7.3 Gala Committee – Deborah Jestin, Chair

- nothing further to report

7.4 Markham Performing Arts Awards - Stephen Timms, Chair

- need a new Chair and a new supplier
- have a special event to present them?

8.0 NEW BUSINESS

- need to appoint 2018 Chair and Vice-Chair, and set up working committees

9.0 DATE OF NEXT MEETING

- Monday, February 26th, 2018; 5:30 p.m.
- York Room, Civic Centre

10.0 ADJOURNMENT

- 6:50 pm