

**SIXTH MEETING OF THE YEAR 2017**  
**FLATO MARKHAM THEATRE ADVISORY BOARD**  
**CITY OF MARKHAM**  
**Canada Room, Civic Centre**  
**Monday, September 25<sup>th</sup>, 2017**

**MINUTES**

**ATTENDANCE:**

**Present**

Stephen Timms, Chair  
Aleem Israel  
Deborah Jestin  
Diane Lai  
Arun Mathur  
Billy Pang  
Heather Reading  
Justin Reid  
Srinka Wallia  
Amy Woods

**Staff**

Eric Lariviere  
Scott Hill  
Simcha Snell Armstrong  
Andrew Rosenfarb  
Debbie Watson  
Stephen Chait

**Regrets**

Suelyn Cheong  
Councillor Alex Chiu  
Councillor Amanda Collucci  
Eric Fagan  
Anne Gilligan  
Ronald Minken  
Shaun Sauve  
Sophia Sun  
John Tidball

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**

- welcome to the first meeting since June

**2.0 DECLARATION OF PECUNIARY INTEREST**

- none declared

**3.0 AGENDA REVIEW, ADDITIONS/CHANGES**

- none

**4.0 ADOPTION OF MINUTES**

Moved by Arun Mathur  
Seconded by Justin Reid

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, June 26<sup>th</sup>, 2017, be confirmed.

Carried.

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

- 2018 Capital Budget – many of the project items were approved
- next step is Budget Committee
- should know by November
- should have a new ticketing system by May, 2018
- season opening night Thursday – Robert Charlebois
- brand new stage, rehearsal hall floor, and washroom facilities
- excellent year for the summer camps
- turned away 700; 1,100 attended
- 98% satisfaction
- was the smoothest summer yet
- congratulations to Ashley and her amazing team
- were a lot of community festivals
- can we produce a year-end report? very timely
- P&L on target
- subscriptions about the same as last year
- ticket sales are a little higher
- UHS/FMT agreement is being reviewed; needs to be discussed with Legal
- hope to have to resolved by the end of the year

**6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION**

**6.1 Strategic Plan Presentation and Next Steps**

- thanks for the support by board members at General Committee
- needs a few modifications
- they do agree with the need for a new infrastructure
- realistic that approval will be in October
- didn't want to just rubber stamp it so adopted in principal subject to statement of intent
- want reassurances re scope

- strategy wasn't challenged
- Interkom presentation wasn't dynamic; needed a hook at the beginning
- Councillors were very engaged
- question re logo – needs to be reworked
- Board presentation very well done
- would have helped to add a budget for the feasibility study
- read very little of their presentation
- should have shown alternative logos
- process to OK logo should have been explained
- who ultimately gets to decide what the logo is?
- integrate into the whole rebranding process
- staff decides then bring options to the Board, then to Council
- consultant gave very weak rationale
- staff was aware it was very unconventional
- need to sell the finished product
- main reason should be recognition
- start design process, discuss with board and stakeholders
- competition at UHS for design? a made in Markham solution
- has to be as simple as possible, and translate in both black and white and color

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

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

- the Committee was active during the summer
- still soliciting for the gala
- thanks to the members for their help
- moving well; back on track for gala tables
- all of Kylemore expectations will be met this year
- should match last year
- made groundwork for ECEY
- need a title sponsor - \$75K / year for 5 years

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

- less than 6 weeks away
- in good shape
- need auction items fairly soon
- gala reception tickets - \$200; encourage people to come
- no MC yet; suggestions Be Mulroney or Lloyd Robertson
- less auction items for more money

### **7.4 Markham Performing Arts Awards Task Force – Stephen Timms, Chair**

- potential recipients chosen – Menaka Thakkar, Unionville Theatre Company, Sheraton Parkway Hotel
- the artist has been confirmed

## **8.0 NEW BUSINESS**

### **8.1 Filing of Grant Applications to Arts Presentation Canada**

Moved by Heather Reading  
Seconded by Diane Lai

THAT the Flato Markham Theatre Advisory Board endorses the filing of grant applications to Arts Presentation Canada for the financial support of audience development and outreach initiatives during the 2018-2019 and 2019-2020 professional entertainment seasons;

AND FURTHER THAT signing authority for these applications and all related documentation be granted to the Director of Economic Growth, Culture & Entrepreneurship and the Theatre General Manager.

Resolution carried.

## **9.0 DATE OF NEXT MEETING**

- Monday, October 23<sup>rd</sup>, 2017; 5:30 p.m.
- Canada Room, Civic Centre

## **10.0 ADJOURNMENT**

- 6:40 pm