

MEETING OF THE YEAR 2017
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, October 23rd, 2017

MINUTES

ATTENDANCE:

Present

John Tidball, Acting Chair
Councillor Alex Chiu
Councillor Amanda Collucci
Deborah Jestin
Diane Lai
Arun Mathur
Ronald Minken
Heather Reading
Justin Reid
Shaun Sauve
Srinka Wallia
Amy Woods

Staff

Eric Lariviere
Scott Hill
Andrew Rosenfarb
Debbie Watson

Regrets

Suelyn Cheong
Eric Fagan
Anne Gilligan
Aleem Israel
Billy Pang
Sophia Sun
Stephen Timms

The meeting convened at the hour of 5:30 p.m. with John Tidball 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 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, September 25th, 2017, be confirmed.

Carried.

5.0 GENERAL MANAGER'S REPORT - ITEMS ARISING

- approval of Strategic Plan by Council scheduled for November 1st
- funding to create the Foundation was not approved; should be approved in the Strategic Plan
- Scott and Andrew have been incredible, and done an awesome job in the reorganization of the customer service direction for the Client Services Department; can already see great improvements
- 17-18 season has started
- Alectra (PowerStream) returning as a sponsor
- the gala is a big focus right now
- multiple year grant applications have been submitted to the Department of Canadian Heritage; to season 20-21
- have a great partnership with Metroland Media re advertising

6.0 PRIORITY ITEMS - PRESENTATION AND DISCUSSION

6.1 2017 Discovery Gala

- the MC is Costin Manu; has appeared in Designated Survivor
- will be packaging all silent auction items together tomorrow
- have 3 tables left to sell
- 4 active discussions on the 10K tables
- VIP reception - 70% sold; 86 tickets
- the net should be around \$100K
- single tickets being promoted by Metroland Media
- artist not as easy a sell as we thought
- best way to support is to find local businesses who will buy tables
- Diane's business (Diane Lai) coming on board as a sponsor, along with the National Bank.
- live auction - chef's package, maybe a hockey package, and a Muskoka getaway package

- could use big ticket items for the silent auction; do have Leafs and Raptors tickets

6.2 Theatre Foundation:

- the request for funding the Foundation has been denied by the budget committee.
- It is recommended to use the endowment fund to provide seed money to launch the Foundation it once Strategic Plan is approved
- a few Council members feel no value in setting up a foundation
- Museum did theirs through the Legal Department
- The foundation will provide greater incentive for someone to donate re taxes
- lot of different ways of getting funds that we can't have access to now because municipalities aren't eligible
- it will provide a new funding tool, mechanism to raise more funds, build capacity to develop and sustain programs.
- the budget hasn't been approved yet
- next Budget Committee is October 27th; November 16 – General Committee; December 12th final approval

Moved by Justin Reid
Seconded by Diane Lai

THAT the Flato Markham Theatre Advisory Board endorse the reintroduction of the use of the 2018 Capital Budget to fund the launch of the creation of a Foundation, or alternatively that the Endowment Fund be used, to a maximum of \$50,000.

Carried.

7.0 WORKING COMMITTEE AND TASK FORCE REPORTS

7.1 Strategic Plan Committee – John Tidball, Chair

- going to Council next week

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- the Annual Discovery Gala is the main focus right now
- Alectra is a new sponsor of the Discovery school matinees

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

- to be given out by the Mayor Scarpitti and Shakir Rehmatullah (Flato) during the Gala Dinner
- the exclusive art pieces are completed, there will be a short video to introduce the artist Ron Leach

8.0 NEW BUSINESS

9.0 DATE OF NEXT MEETING

- Monday, November 27th, 2017; 5:30 p.m.
- Canada Room, Civic Centre

10.0 ADJOURNMENT

- 6:30 pm