

**FIRST MEETING OF THE YEAR 2017 -
FLATO MARKHAM THEATRE ADVISORY BOARD**

CITY OF MARKHAM

York Room, Civic Centre

Monday, January 23rd, 2017

MINUTES

ATTENDANCE:

Present

John Tidball, Chair
Councillor Alex Chiu
Councillor Amanda Collucci
Aleem Israel
Deborah Jestin
Arun Mathur
Ronald Minken
Heather Reading
Shaun Sauve
Sophia Sun
Stephen Timms
Maureen Weaver

Staff

Eric Lariviere
Scott Hill
Debbie Watson
Simcha Armstrong
Stephen Chait

Regrets

Eric Fagan
Anne Gilligan
Councillor Alan Ho
Billy Pang
Justin Reid

The meeting convened at the hour of 5:35 p.m. with John Tidball in the Chair.

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- first meeting of 2017 so need to appoint Chair and Vice-Chair for the year

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 APPOINTMENTS

John Tidball vacated the Chair. Stephen Timms took over as Chair.

3.1 Theatre Board Chair - 2017

Moved by Arun Mathur
Seconded by Councillor Alex Chiu

THAT Stephen Timms be appointed Flato Markham Theatre Advisory Board Chair for the year 2017.

Carried.

3.2 Theatre Board Vice-Chair - 2017

Moved by Ron Minken
Seconded by Deborah Jestin

THAT Aleem Israel be appointed Flato Markham Theatre Advisory Board Vice-Chair for the year 2017.

Carried.

4.0 AGENDA REVIEW, ADDITIONS/CHANGES

5.0 ADOPTION OF MINUTES

Moved by Councillor Alex Chiu
Seconded by Heather Reading

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, December 12th, 2016, be confirmed.

Carried.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- two promising applications for two board vacancies
- are a total of five
- to be interviewed by the Mayor and Councillors
- Capital projects all approved
- stage floor and washrooms; theatre closed from mid August to the end of September so will impact rentals
- also new projector and screen
- Markham at the Movies gave \$20,000 to help with the cost
- very generous of them as they are driven by volunteers

- finally getting better traction on digital marketing
- shifting marketing dollars towards digital with good results
- digital is much more cost effective
- get best results from Facebook
- 2016 preliminary financial results look very good
- doing 17-18 programming; need to weigh costs vs. artist availability

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 Working Committees and Task Forces

- last year had a Strategic Plan Task Force; should be a working committee
- combine Foundation and Strategic Plan
- putting them together will result in a lot of work
- committee is a permanent status
- suggest merging Discovery with Fundraising and Sponsorship
- make Gala a Committee rather than a task force
- Expansion Task Force was to be chaired by Justin but add to Strategic Plan
- figure out how to execute ECEY
- funding is the key consideration
- good framework that has potential
- need to sustain what we do and do it well
- task force can be created at any time
- suggest three Committees –
 - Gala
 - Strategic Plan
 - Sponsorship, Fundraising and Discovery
- had a youth engagement task force; think it's part of Strategic Plan
- bring summary report of what we do for youth through programming, camps, ECEY
- more youth involved than there used to be
- lot of thought put into how to involve students
- section on Facebook for them to give their opinion?
- **Strategic Planning Committee** (integrate foundation task force)
(Staff: Eric Lariviere)
 - Chair, John Tidball
 - Stephen Timms
 - Aleem Israel
 - Justin Reid
 - Arun Mathur
 - Heather Reading
 - Deb Jestin
- **Fundraising and Sponsorship Committee**
(Staff: Helen Mah and Eric Lariviere)
 - Chair – Ron Minken
 - John Tidball
 - Sophia Sun
 - Aleem Israel
 - Alex Chiu
 - Stephen Timms
 - Justin Reid

- **Gala Committee**

(Staff: Simcha Snell-Armstrong and Andrew Rosenfarb)

- Deb Jestin, Chair
- Shaun Sauve

- **Markham Performing Arts Awards Task Force**

(Staff: Andrew Rosenfarb and Scott Hill)

- Stephen Timms, Chair
- Deb Jestin
- Arun Mathur
- Sophia Sun

7.0 WORKING COMMITTEE REPORTS

7.1 Discovery Committee

- nothing to report at this time

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- preliminary figures – up \$20,000 over last year
- \$366,233 including gala and sponsors

7.3 Gala Task Force – Deborah Jestin, Chair

- results - \$136,000 raised
- hope to learn from last year
- also need more help
- could have done better with the live auction
- need to start now; need bigger items
- new partner – Kate from Kate's Garden but centrepieces have to be raffled off after
- need to determine venue – three options
 - stay here
 - dinner at Hilton and show here
 - entire event at Hilton (could be a temporary plan)
- 2016 results significantly stronger than any previous year
- need to talk to Patrick, Justin and Alex Chiu re venue
- have given the event a sense of purpose "Discovery"
- do show first then "after party" at the hotel?
- have "pledge performers" pay to perform? might degrade value of the event
- ask customer base of people who actually com which they prefer?
- probably couldn't do it in time
- very significant change to change locations
- does the artist drive the audience?

7.4 Foundation Task Force – Aleem Israel, Chair

- nothing to report at this time

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

- nothing to report at this time

8.0 NEW BUSINESS

- Maureen Weaver thanked everyone
- wonderful people who are committed to the community
- commend you for the time spent

9.0 DATE OF NEXT MEETING

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

10.0 ADJOURNMENT

- 7:00 pm