

SECOND MEETING OF THE YEAR 2017
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, March 27th, 2017

MINUTES

ATTENDANCE:

Present

Stephen Timms, Chair
Aleem Israel
Arun Mathur
Billy Pang
Deborah Jestin
Heather Reading
John Tidball
Justin Reid
Sueelyn Cheong

Staff

Eric Lariviere
Scott Hill
Andrew Rosenfarb
Helen Mah

Guests

Stephen Chait

Regrets

Anne Gilligan
Councillor Alan Ho
Councillor Alex Chiu
Councillor Amanda Collucci
Eric Fagen
Ronald Minken
Shaun Sauve
Sophia Sun

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

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

4.0 ADOPTION OF MINUTES

Moved by Arun Mather
Seconded by Aleem Israel

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

Carried.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- Full team: new Marketing Assistant, Linda Stott came from Richmond Hill Performing Arts Centre
- 2017-18 season is all booked
 - Season Launch – Monday, May 8th at 7:00 pm
 - Media Lunch – Wednesday, May 3rd at 11:30 am
- Capital projects all approved, including \$200K new projector (Markham at the Movies donated \$20K), and a major renovation of the public washrooms and the stage and rehearsal floors.
- Camps will hit 1,000 participants with 700 on the waitlist
 - March Break camp survey resulted in 99% satisfaction
- New Advisory Board members
 - 2 interviewed, 2 others will be interviewed on April 6th
 - Might expand the board
- No further questions

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

➤ **Strategic plan presentation update**

- Presentation to Council – end of April, early May
- Foundation to raise money for capital and programs
- Sponsorship opportunities – Gala, Diamond Series performances
 - It takes years to develop relationship
- Endowment – not max'd out for sponsor funding
- Missing out on a huge opportunity
- Council will review, ask for detailed presentation, quality in document, reasonable-ness

7.0 WORKING COMMITTEE REPORTS

7.1 Strategic Plan Committee – Stephen Timms, Chair

- With assumption that Strategic Plan is approved as is
- Board members to review & provide comments to Stephen Timms or Eric by April 5th
- See highlighted notes on Strategic Plan document.
- Strategic Plan Committee to meet week of April 10th

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- IBM – double contribution to 10K
- All sponsors so far have renewed – Minken & IBM
- Commitment from Pat and Justin as chair (target \$200K net)

7.3 Gala Committee – Deborah Jestin, Chair

- 2 separate events
 - Dinner
 - Cocktail party
- Start looking for big ticket items, prefer “experiences”
- Next year booked October 13, 2018 for “after party” at Hilton
 - Eric to book a great headliner

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

- nothing to report at this time

8.0 NEW BUSINESS

- Suelyn reported the UHS parking lot will be reworked over the summer
- Youth engagement – UTC
 - Could not help at this point with request to use Theatre as mailing address or space for storage
- No other new business

9.0 DATE OF NEXT MEETING

- Monday, April 24th, 2017; 5:30 p.m.
- Canada Room, Civic Centre

10.0 ADJOURNMENT

- 6:40 pm