

**THIRD MEETING OF THE YEAR 2017**  
**FLATO MARKHAM THEATRE ADVISORY BOARD**  
**CITY OF MARKHAM**  
**Canada Room, Civic Centre**  
**Monday, April 24<sup>th</sup>, 2017**

**MINUTES**

**ATTENDANCE:**

**Present**

Aleem Israel  
Arun Mathur  
Councillor Alex Chiu  
Deborah Jestin  
Eric Fagen  
Heather Reading  
John Tidball  
Ronald Minken

**Staff**

Eric Lariviere  
Scott Hill  
Simcha Snell Armstrong  
Andrew Rosenfarb  
Helen Mah

**Regrets**

Stephen Timms, Chair  
Anne Gilligan  
Billy Pang  
Councillor Amanda Collucci  
Justin Reid  
Shaun Sauve  
Sophia Sun  
Sueelyn Cheong

The meeting convened at the hour of 5:40 p.m. with Aleem Israel as Acting 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 Deb Jestin

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, March 27<sup>th</sup>, 2017, be confirmed.

Carried.

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

- Councillor Alan Ho resigned from the board
  - Explore replacing Councillor Ho with a community person
- New Board members – 3 out of 4 are strong applicants
- Positive 16-17 season
- Softer 1<sup>st</sup> quarter – confident this will be caught up later in the year
- Thanks to Aleem for emceeding Shakir's appreciation reception
  - Flato donated media wall, est. value \$20-30K
- No further questions

## **6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION**

### ➤ **Resolution approval Strategic Plan report and timeline**

- THAT THE FLATO MARKHAM THEATRE ADVISORY BOARD STRONGLY SUPPORTS AND ENDORSES THE STRATEGIC GOALS AND OBJECTIVES SET OUT IN THE 2017-2021 STRATEGIC PLAN AND BRAND REVIEW, AND RECOMMENDS THAT THEY BE APPROVED AND ADOPTED BY COUNCIL.”
  - John moved
  - Ron seconded

### ➤ **2017-18 Season Diamond Series | Discovery presentation**

- Create focus on South Asian (4 performances)
- Reframed Dance program
- Cover is Buffy Sainte-Marie
- Gala – Kiefer Sutherland exclusive
- Masters of Illusion - #1 magic touring show, 5 performances

### ➤ **Marketing**

- Re-targeting social
- Increasing e-news database with weekly welcomes, segmentation, digital outreach

- Mail piece – targeting neighborhoods, based on similar behaviours, socio-demo profiles as current subscribers and ticket buyers.

➤ **Season Guide**

- Smaller than last year, quantity increased from 30K to 60K
- Mailed to targeted neighbourhoods and past patrons

**7.0 WORKING COMMITTEE REPORTS**

**7.1 Strategic Plan Committee – Stephen Timms, Chair**

- Asked to be first on agenda – request 1 hour
- Steve and consultants will be speaking
- Staff report – include resolution
- Logo change – will work towards a re-brand plan

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

- Meeting is tomorrow
- Gala sponsorships – Justin has renewed all his companies at 10K
- Flato @ 15K for World Stage
- Afina presenting Gowan
- IBM sponsoring Youth Tix @ 10K
- Minken presenting All That Jazz @ 16K
- Sun Life presenting Nutcracker @ 10K
- Targus presenting Cowboy Junkies
- Good conversation with Remington – to present in July

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

- Meal, décor organized
- Artwork on greeting cards
  - 2 winners will get to meet Kiefer
  - 2 youths may perform at dinner
- Ask for wine donation (minimum value \$20) – select a cork
- Pricing categories
  1. Performance & dinner ticket
  2. Performance & heavy hors d'oeuvres ticket
  3. Performance only ticket
- Useful to have board members at the dinner
- Board members donate their time
- City should pay the same as board members
- Recommendation: save 2 tables for board members and public
  1. \$350.00 for a single show & dinner ticket
  2. \$600.00 per couple
  3. \$3,000 for City table
- Silent Auction – prefer fewer but bigger items, take less space

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

- nothing to report at this time

**8.0 NEW BUSINESS**

- No new business

**9.0 DATE OF NEXT MEETING**

- Monday, May 29<sup>th</sup>, 2017; 5:30 p.m.
- Canada Room, Civic Centre

**10.0 ADJOURNMENT**

- 7:00 pm