

THIRD MEETING OF THE YEAR 2017
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, April 24th, 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 27th, 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 1st 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 29th, 2017; 5:30 p.m.
- Canada Room, Civic Centre

10.0 ADJOURNMENT

- 7:00 pm