

FIFTH MEETING OF THE YEAR 2017
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM
Canada Room, Civic Centre
Monday, June 26th, 2017

MINUTES

ATTENDANCE:

Present

Stephen Timms, Chair
Councillor Alex Chiu
Eric Fagan
Anne Gilligan
Aleem Israel
Deborah Jestin
Diane Lai
Arun Mathur
Billy Pang
John Tidball
Srinka Wallia
Amy Woods

Staff

Eric Lariviere
Scott Hill
Simcha Snell Armstrong
Andrew Rosenfarb
Debbie Watson
Stephen Chait

Regrets

Suelyn Cheong
Ronald Minken
Heather Reading
Justin Reid
Shaun Sauve
Sophia Sun

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

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- welcome to the new board members Srinka Wallia, Diane Lai, and Amy Woods
- this is the last meeting until September

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

- none

4.0 ADOPTION OF MINUTES

Moved by Arun Mather
Seconded by Alex Chiu

That the minutes of the Flato Markham Theatre Advisory Board meeting of Monday, May 29th, 2017, be confirmed.

Carried.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- Strategic Plan going to Council in September due to workload of Council at their last meeting prior to the summer break
- this is disappointing to the board
- met with Audience View regarding CRM and ticketing system review
- they gave a very exciting presentation
- would bring an incredible improvement o marketing
- want to implement by May, 2018
- couple of the new board members might be of help
- youth programs – over 1,000 at camps
- 80% increase in registration at Cornerstone
- looking at different venues and satellite location, e.g. Chinese Cultural Centre, but only 25% said they would sign up at that location due to the distance to travel
- subscription campaign ahead of last year
- new sponsor – Meridian Credit Financial

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

➤ **2017 Business Plan**

- Cornerstone Client Services review is important, as is the upgraded ticketing system
- need to make more effort to obtain major partners for 5 years at \$75K per year for ECEY; Fundraising and Sponsorship Committee working on it
- critical to create our own website
- publish an annual report of the theatre

➤ **Capital Improvement Projects**

- rehearsal hall and stage floors being replaced
- lobby washrooms being renovated
- roof fall arrest anchors and guardrails are completed
- audio visual improvements – screen, projector, computers and software, wireless, communications system
- fantastic improvements

7.0 WORKING COMMITTEE AND TASK FORCE REPORTS

7.1 Strategic Plan Committee – Stephen Timms, Chair

- on hold until Council presentation

7.2 Fundraising and Sponsorship Committee – Ronald Minken, Chair

- went through lists to develop new leads
- City would like to see exclusivity policy
- could open doors to more money or restrict what you expect to achieve
- don't really have a policy but make sure no conflicts
- may restrict ability to negotiate
- need to discuss at fundraising and Sponsorship Committee then bring to the Board

7.3 Gala Committee – Deborah Jestin, Chair

- meeting tomorrow then breaking for the summer
- Hilton is again doing the food
- drapery for civic centre arranged
- colors are black and silver
- Kate's Garden doing table pieces
- please reach out to your network for auction items – want less items with more value
- “experiences” are a good idea

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

- looked at potential suppliers
- disappointed that no supplier in Markham
- last year was Glasstronomy; stick with them?
- Canadian made rather than Markham?
- check One-of-a-Kind web sites

8.0 NEW BUSINESS

- No new business

9.0 DATE OF NEXT MEETING

- Monday, September 25th, 2017; 5:30 p.m.
- Canada Room, Civic Centre

10.0 ADJOURNMENT

- 7:05 pm