

# MINUTES

## HEINTZMAN HOUSE BOARD OF DIRECTORS MEETING 25 January 2018

### PRESENT

Heather Durham, Sheneth Fernando, Roger Jones, Keith Irish, Pamela McLennan, Lisa Naccarato, Mario Puopulo, Christine Schmoll (Auxiliary), Chung Seto, Ken Steinberg, Bob Willson

### REGRETS

Councillor Burke

### ELECTION OF OFFICERS

- Officers must be ratified at a duly constituted Board meeting. Those elected at our January Directors' meeting have all agreed to serve in these capacities and were approved by the Board:

Chair	Keith Irish
Vice Chair	Ken Steinberg
Secretary	Bob Willson
Treasurer	Chung Seto
Property Chair	Roger Jones
Marketing Chair	Lisa Naccarato

### APPROVAL OF MINUTES

- Minutes for the 30 November 2017 Board meeting have not been issued. Approval deferred to the May 31 Board meeting.
- Minutes for the January 25 Directors' Meeting were approved. Moved by Willson, Seconded Jones, AIF.

### TREASURER'S REPORT

- The Board budget for 2018 was presented at the directors' meeting on January 25, 2018.
- The Treasurer will now make the request for this year's \$3,000 operating grant from the City.
- The TD Bank account balance was \$8,631 at January 31.

### PROPERTY COMMITTEE

- The Property Committee met on February 15, 2018. Minutes were issued and circulated to Board members.

### MARKETING COMMITTEE

- The Marketing Committee is preparing a press release for the HH Art Show.
- Sheneth and Lisa have looked at the analytic data for the HH Twitter account and found a good level of activity, about 300 visits in the last month. The account includes coverage for recent events, including the Carol Sing, Craft Show, and Halloween, etc.
- The HH Facebook page is registered to the former House Manager and cannot be updated. The Marketing Committee will work on having the page re-registered.
- The Committee is looking into obtaining a banner that could be displayed at all Board events, and expects to have a cost estimate by next month's meeting.
- The Committee will leverage our social media account(s) as well as traditional means of promotion to encourage the recruitment of new members to the Board.

### ART SHOW COMMITTEE

- The Committee met on February 15. Work on the April Show is progressing well.

## **KPIs**

- Ken Steinberg accepted the appointment as Organizer/Board representative for the Doors Open Markham event at the House which takes place Saturday, September 22, 2018.

## **OLD BUSINESS/BUSINESS ARISING FROM THE MINUTES**

- The Heintzman House website now redirects visitors to the City of Markham home page, with no access to House web content. Mario Puopolo is working with the City's IT team to quickly reinstate the HH web site and will ensure it is once again a stand-alone site, with links to Markham.ca.
- The Chair has initiated an appeal for a new director to take the place of Craig Shields, who resigned in January. An additional director may be needed later, as Pam McLennan is considering a move south of Steeles Avenue, and may be resigning later in the year. Recruitment of new Board members will be an ongoing activity.

## **NEW BUSINESS**

- The Board formally accepted the framed prints of four drawings of Thornhill historic buildings, including Heintzman House, that were donated by Councillor Burke. Moved by Jones, Seconded Naccarato. AIF.
  - Christine Schmoll agreed that the Auxiliary would be responsible for hanging the frame and took possession of it.
  - Roger Jones will thank Councillor Burke.
- Mario Puopolo notified the Board that City staff discovered that liability insurance requirements for concessions, kiosks, and vendors had not been followed for the HH Art Show and Artisanal Craft Show. He provided a schedule of fees, which are currently in effect.
  - The cost of the insurance is a considerable increase in the cost of operating both Shows, and was not recognized at the time the event contracts were signed. All 2018 fees for both were collected without the extra fee for insurance. Trying to collect additional fees from the vendors at this time was judged not fair or practical.
  - Proposed by Keith Irish: "Whereas there are new insurance requirements effective immediately, be it resolved that the HH Board pay the total cost of concession, kiosk and vendor insurance for both the Art Show and Craft Show in 2018." Moved by Naccarato, Seconded Willson.
  - The Art Show and Artisanal Craft Show will begin immediately to prepare for higher rates in 2019.
- Mario Puopolo will inquire at the City to confirm that HH directors and Auxiliary members are covered for liability in all House events.

## **NEXT MEETING**

- The next Directors meeting will be held at Heintzman House on March 29, 2018 at 6:30 p.m., in the main Board Room.
- The next Quarterly Board meeting will be held at Heintzman House on May 24, 2018 at 6:30 p.m., in the main Board Room.