

**EIGHTH MEETING OF THE YEAR 2015 -  
FLATO MARKHAM THEATRE ADVISORY BOARD  
CITY OF MARKHAM**

**Council Chambers, Civic Centre  
Monday, October 26, 2015**

**MINUTES**

**ATTENDANCE:**

**Present**

John Tidball, Chair  
Christiane Bristow  
Councillor Alex Chiu  
Eric Fagen  
Aleem Israel  
Deborah Jestin  
Ronald Minken  
Heather Reading  
Justin Reid  
Shaun Sauve  
Sophia Sun  
Stephen Timms  
Maureen Weaver

**Staff**

Eric Lariviere  
Debbie Watson  
Scott Hill

**Regrets**

Councillor Amanda Collucci  
Anne Gilligan  
Councillor Alan Ho  
Arun Mathur  
Billy Pang  
Karyn Toon

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

**1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS**

- banner month so far; got through the gala and the 30<sup>th</sup> Anniversary
- thanks to Christiane Bristow

**1.1 Introduction of New Board Members**

- welcome Deborah Jestin, Heather Reading, Justin Reid and Shaun Sauve

**2.0 DECLARATION OF PECUNIARY INTEREST**

- none declared

**3.0 AGENDA REVIEW, ADDITIONS/CHANGES**

**4.0 ADOPTION OF THE MINUTES OF THE FLATO MARKHAM THEATRE ADVISORY BOARD MEETINGS HELD ON MONDAY, SEPTEMBER 21, 2015**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE ADVISORY BOARD MEETINGS HELD ON MONDAY, SEPTEMBER 21, 2015, BE ADOPTED AS CIRCULATED.

**5.0 ITEMS ARISING**

**5.1 State of the Theatre**

It was

Moved by Christiane Bristow

Seconded by Stephen Timms

THAT the Theatre Board Chair and Vice-Chair make a presentation to General Committee on the annual state of the theatre.

Resolution carried.

**5.2 Feasibility Study Presentation by Gary McCluskie, Diamond Schmitt Architects**

It was

Moved by Stephen Timms

Seconded by Eric Fagen

WHEREAS the Flato Markham Theatre Advisory Board has received a presentation by Diamond Schmitt Architects on its feasibility study for an expansion of the Flato Markham Theatre;

AND WHEREAS the Advisory Board is supportive of a plan to expand and renovate the Flato Markham Theatre to improve the public spaces, to add an additional multi-purpose space, and to improve accessibility of the Theatre;

AND WHEREAS the Advisory Board believes that Diamond Schmitt has demonstrated a unique ability to design municipally owned theatres in Ontario;

NOW THEREFORE BE IT RESOLVED THAT the Advisory Board recommends that Diamond Schmitt Architects be requested to present the results of its feasibility study to ELT and Council.

Resolution Carried.

## **6.0 GENERAL MANAGER'S REPORT –**

- board terms of reference amended to increase the number of citizen members from eleven to fourteen
- Strategic Plan process – goal is to have fully approved by Council by the end of the second quarter 2016
- HR status update – production and facility operation transition plan fully implemented
- full time Business Coordinator (temporary) in place
- Marketing Manager recruitment – November
- Operations Manager recruitment TBD
- Diamond Series – Jim Cuddy rescheduled, Timber cancelled
- some Discovery programs rescheduled due to school labour conflict
- youth programs expanding to Cornerstone Community Centre
- season ticket sales as of December 22 – 12,500 tickets, \$513K

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

### **7.1 2015 Gala Preliminary Report – Christiane Bristow**

- thanks to Christiane for her three years of dedicated service
- thanks to the team with special mentions to Scott Hill for his time management and Andrea Smitko for logistic, auction and marketing.
- preliminary financial report – net revenue of \$95K to \$98K
- corporate sponsors and donations were above budget; VIP ticket sales and other revenues on budget; regular ticket sales didn't meet budget expectations; expenses were slightly under budget
- Patrick O'Hanlon, Councillor Alex Chiu, Christiane Bristow and her team, volunteers, key staff were instrumental in the gala's success
- great participation from the board; highest board attendance ever
- didn't have flexibility with the date or artist availability; was the anniversary date
- food was spectacular and setup was wonderful; has become a big fall social event
- speeches seemed shorter; Mike Atom, 105.9FM, was a very good MC
- the Board's main initiative is Discovery
- should strike a new version of the task force
- moving forward, the task force to review any areas of improvement for the next annual Gala.

## **7.2 Doors Open – Christiane Bristow**

- was busy at the beginning but attendance died down after the cake cutting
- tours were wonderful and very well done
- 2:00 pm show with awards presentation very well received
- could do yearly
- send formal thank you notes to MCB, MLT and UHS
- should continue with the awards
- set up an awards task force in early 2016 for the Markham Performing Arts Awards

## **8.0 WORKING COMMITTEE REPORTS**

### **8.1 Discovery Committee – Karyn Toon, Chair**

- launched to look at how we could go out into the community to engage people and to expand our footprint
- focused on Every Child Every Year (ECEY)
- conversation to review role of committee prior to the strategic plan process

### **8.2 Sponsorship Committee – Ron Minken, Chair**

- supports solicitation of sponsors and potential sponsors
- currently confirmed at \$110K, in addition to the Gala

## **9.0 TASK FORCE REPORTS**

### **9.1 Volunteers Task Force – Arun Mathur, Chair**

- capacity building strategy to engage the community
- aligned with the City's volunteer program
- roll will continue to reinforce and sustain what is in place, and to grow with the theatre's capacity

### **9.2 Youth Engagement Plan Task Force – Stephen Timms, Chair**

- mandate to develop effective long term strategy to get kids involved in the theatre
- target audiences was high school age
- task force to resume work in 2016

### **9.3 Foundation Task Force - Aleem Israel, Chair**

- potential for creation of a Foundation –governance to be determined
- don't have access to potential new revenues from additional sources, including private Foundations
- conversation will be part of the strategic plan process

## **10.0 NEW BUSINESS**

- review Committees at the next meeting

**11.0 DATE OF NEXT MEETING**

- Monday, November 23, 2015, 5:30 p.m.
- Canada Room, Civic Centre

**12.0 ADJOURNMENT**

- 7:00 pm