

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

**Canada Room, Civic Centre  
Monday, February 23<sup>rd</sup>, 2015**

**MINUTES**

**ATTENDANCE:**

**Present**

John Tidball, Chair  
Christiane Bristow  
Councillor Alex Chiu  
Councillor Amanda Collucci  
Councillor Alan Ho  
Aleem Israel  
Billy Pang  
Sophia Sun  
Stephen Timms  
Karyn Toon  
Maureen Weaver

**Staff**

Eric Lariviere  
Debbie Watson  
Bonne Armstrong  
Scott Hill  
Wendy Woof-Severn

**Regrets**

Eric Fagen  
Anne Gilligan  
Arun Mathur  
Ronald Minken

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**

- will spend some time on Committee governance

**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, FEBRUARY 23<sup>RD</sup>, 2015.**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETINGS HELD ON MONDAY, FEBRUARY 23<sup>RD</sup>, 2015, BE ADOPTED AS CIRCULATED.

**5.0 INTRODUCTION OF NEW BOARD MEMBERS**

- welcome to Councillors Amanda Collucci, Ward 6, and Alan Ho, Ward 2
- thanks for coming on board

**6.0 GENERAL MANAGER'S REPORT – ITEMS ARISING**

- governance – new candidate applications to Clerk's Department
- interviews in March and April; new members should be at the April board meeting
- looking for someone to help have the theatre nominated for Markham Board of Trade awards
- feasibility study – hope to do a presentation soon for the board re expansion of the theatre, which includes elevators, additional offices and storage spaces, along with a new multipurpose/performance space
- the presentation of Litz Alfonzo Dance Cuba's Amigas is this week – expecting presence of the Ambassador and Consul General of Cuba; also, with the TO 2015 activation, will be in attendance Pachi and an Pan Am athlete. this is a good example of a production appealing to a broad and diverse audience; lot of really good coverage – already six editorials; the company will be on Canada AM tomorrow morning
- youth camps – added more program for the summer 2015; new camp for 4-5 year olds; existing summer camps are already sold out (48 hours); 138 currently on wait list; development of programs limited due to lack of infrastructure (physical space and resources)
- digital marketing partnership with Elite Email is planned to be activated on March 1<sup>st</sup>
- 2014 was a good financial year; rentals up 7%; overhead same as last year; programs ticket sales were fair; City contribution at 24%, 1 point under the strategic plan objective.

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

### **7.1 Governance 2015**

- need to make some replacements
- Discovery has moved out from solicitation; needs to be focused on its primary role – upcoming conversation to update role to actual priorities
- Committees roles will be reviewed, as strategic goals have evolve thus committee roles might change as well
- Sponsorship committee to take a larger role/scope, expand to be the main committee for general fundraising to include sponsorships, and other initiatives as part of the portfolio, including Circle of Stars, etc.
- many companies have on-line applications, e.g. Telus, but still have to have a connection at the company
- gala – take some tasks away from staff; focus on silent auction and gift bags
- find people who are not on the board to help

### **7.2 Sponsorship**

- defer Discovery and Sponsorship to next meeting

## **8.0 WORKING COMMITTEE REPORTS**

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

- had first meeting in January
- discussed achievements and challenges for ECEY
- revalidate and review mandate for ECEY or is there another focus?
- what is our role for the next year

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

- meeting with Weins Canada re their impact over the last three years
- made a \$30,000 request to Telus for ECEY
- OAC – another \$10,000 request for ECEY

## **9.0 TASK FORCE REPORTS**

### **9.1 Gala Task Force – Christiane Bristow, Chair**

- date is October 17<sup>th</sup>

### **9.2 Volunteer Task Force – Arun Mathur, Chair**

- City has framework ready
- Committee to create and review job description
- activate in 2015 – artist hospitality; support for youth camps; community outreach – booths, festivals, events

**9.3 Youth Engagement Plan Task Force – Stephen Timms, Chair**

- created Advisory Council – price, programming, communication
- meeting March 10<sup>th</sup> with UHS student council and arts council for their input

**9.4 30<sup>th</sup> Anniversary Task Force – John Tidball, Chair**

- October 18<sup>th</sup> anniversary date of first performance
- Friday – one of the regular past acts; Saturday – gala
- Sunday – community based performances
- open house still a concept
- will be a challenge to pull off with gala the same week
- legacy: Live Arts Awards – make it a yearly event
- for 30<sup>th</sup> Anniversary: award categories to include to honour long-time sponsors and/or patrons, community founding groups and such
- meeting monthly to firm up details
- ask the City to designate a Live Arts Week
- apply for a heritage award/solicit a sponsor

**9.5 Foundation Task Force, Aleem Israel, Chair**

- nothing to report at this time

**10.0 NEW BUSINESS**

**11.0 DATE OF NEXT MEETING**

- Monday, March 23<sup>rd</sup>, 2015, 5:30 p.m.
- Canada Room, Civic Centre

**12.0 ADJOURNMENT**

- 7:00 pm