

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

**Canada Room, Civic Centre
Monday, March 23rd, 2015**

MINUTES

ATTENDANCE:

Present

John Tidball, Chair
Christiane Bristow
Councillor Alex Chiu
Eric Fagan
Anne Gilligan
Councillor Alan Ho
Aleem Israel
Billy Pang
Sophia Sun
Stephen Timms

Regrets

Councillor Amanda Collucci
Arun Mathur
Ronald Minken
Karyn Toon
Maureen Weaver

Staff

Eric Lariviere
Debbie Watson
Bonne Armstrong
Scott Hill

Guests

Moe Hosseini-Ara

The meeting convened at the hour of 5:30 p.m. with John Tidball in the Chair.

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- welcome to the first meeting of the spring
- congratulations to Moe Hosseini-Ara for being appointed Director of Culture

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 23RD, 2015.

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

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- 2014 metrics and business plan will be ready for the next meeting
- attendance down slightly overall
- rental balance between commercial and community pretty even
- rental net revenues of \$609K, highest it's ever been
- completed year on target
- recruiting new board members; will probably start the term in May
- nomination for Markham Board of Trade Awards: look for outside source.; may need to get a rental client or stakeholder to do it
- just ended March break camp program with great success, summer camps – our students program will engage a total of 610 kids in 2015.
- we have finalized the agreement with Elite E-mail; activated immediately.
- 2015 budget not yet approved by Council but Culture has to cut \$150,000; impact on theatre – cut of \$50,000 net
- planning to use Cornerstone Church space to expand programming; also looking at the other location, e.g. Cornell Community Centre
- ticket prices – according to what people are willing to pay
- looking at possibly a slight increase in the handling fee
- try to expand cultural programs overall
- will be factored into the business plan
- digital strategy – City looking at the overall picture
- looking for people to attend an April focus group – Eric Fagen, Aleem Israel and Stephen Timms volunteered
- resolution to Council re consultant for strategic plan to be approved in April; may have to put off until the fall

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 Circle of Stars

- is membership going up or down? stable
- we block seats and orders handled in order of receipt; first come, first served
- we try our best to ensure the same seats
- balance of seat sales open late summer
- if early sale of shows, they get notice first
- review free coffee/tea at the bar
- need to look at the reasons they donate and find other ways to recognize
- are the benefits what people want? people want different things
- some don't want the benefits, they just want the tax receipt
- Take Your Seat campaign is stagnant at this point.

7.0 WORKING COMMITTEE REPORTS

7.1 Discovery Committee – Karyn Toon, Chair

- nothing to report at this time

7.2 Sponsorship Committee – Ron Minken, Chair

- governance – define roles and responsibilities
- take lead role in sponsorship and fundraising
- solicit the private sector; will be sending 15-16 artist list
- Weins – looks positive, presentation went well; expect an answer soon
- public recognition at a show – certificates signed by the Mayor
- would welcome new members from outside the board to augment the number of people on the sponsorship/fundraising committee.

8.0 TASK FORCE REPORTS

8.1 Gala Task Force – Christiane Bristow, Chair

- need the co-chair confirmed
- defined roles and responsibilities
- target - \$120K – sponsors, live and silent auctions and gift bags
- need leads for different committees by April 1st
- also need sponsorships and auction items

8.2 Volunteer Task Force – Arun Mathur, Chair

- Christiane Bristow acting as artist concierge at a couple of shows
- need job description – host artists, go to events to promote

8.3 Youth Engagement Plan Task Force – Stephen Timms, Chair

- ran advisory councils
- getting kids more engaged
- went to talk to UHS student council; productive discussion

- really need an on-going group – 6 or 8 people from UHS, any grades, to form a Youth Council
- plan one initiative and give them ownership
- how do we communicate more effectively?
- applications within a couple of weeks
- make part of a co-op program?

8.4 30th Anniversary Task Force – John Tidball, Chair

- 30th Anniversary gala show Saturday, October 17th
- community show October 18th – Markham Concert Band, Markham Little Theatre, Unionville High School
- also an open house for the community to visit the Theatre with a 30th anniversary cake cutting ceremony
- looking for an artist who is prepared to develop an arts award
- not sure how many to be given out yet; looking for a \$5,000 sponsorship

8.5 Foundation Task Force, Aleem Israel, Chair

- what is the formation - straight charitable organization or foundation?
- need to meet with the Legal Department
 - mandate – Discovery program being beneficiary?
 - form a separate board?
 - transfer board to foundation?
- will hopefully have a resolution by May

9.0 NEW BUSINESS

10.0 DATE OF NEXT MEETING

- Monday, April 27th, 2015, 5:30 p.m.
- theatre lobby

11.0 ADJOURNMENT

- 7:00 pm