

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

**Theatre Lobby
Monday, April 27th, 2015**

MINUTES

ATTENDANCE:

Present

John Tidball, Chair
Christiane Bristow
Councillor Alex Chiu
Councillor Amanda Collucci
Eric Fagan
Councillor Alan Ho
Aleem Israel
Arun Mathur
Sophia Sun
Stephen Timms
Karyn Toon
Maureen Weaver

Staff

Eric Lariviere
Debbie Watson
Scott Hill

Regrets

Anne Gilligan
Ronald Minken
Karyn Toon
Bonne Armstrong

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

- traditionally the meeting revealing the next season's show line-up
- some Committee discussions
- Strategic Plan process – currently near the end of the 5th year
- need a new, more comprehensive one
- last time was an internal process; this time will go to both the community and Councillors
- will be done in the fall
- need to hire a consultant
- asked Council for up to \$75,000
- want to think about theatre's role in Discovery and Sponsorship; what is the best approach?

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, MARCH 23RD, 2015.

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

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- good news that we can use the Endowment Fund to do the Strat Plan
- thanks to the board members and Councillors for their support
- Wendy left the theatre; leaves a big hole to fill –currently in a transition period; need a person to co-ordinate; will be giving parts of the marketing portfolio to contractors
- Senior City staff want her replaced after the Strategic Plan is finished; this will be to be evaluated as this is a position that oversees a wide scope of tasks and responsibilities
- also contracts to be signed for next season, and the RFQ's for the Strat Plan need to be completed
- your presence is requested at the June meeting
- Council may be increasing the number of board members

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 2015-2016 Diamond Series Unveiling

- a presentation of the upcoming 30th anniversary season line-up was given
- members were in agreement that it was an outstanding job

7.0 WORKING COMMITTEE REPORTS

7.1 Discovery Committee – Karyn Toon, Chair

- originally intended to support community engagement strategies
- launched Every Child Every Year; a great achievement
- recognize board members and Eric for their passion for the program
- need funding in order to continue
- how does community engagement continue?
- to be defined in the Strategic Plan process; needs definition
- talked about merging with the Youth Engagement Task Force

7.2 Sponsorship Committee – Ron Minken, Chair

- acknowledge and thank Allstate, Minken Employment Lawyers, IBM, Miller Thomson, Forest Bay Homes, Weins Canada, for renewing
- Weins to be honoured on May 11th
- lot of new leads to follow up

8.0 TASK FORCE REPORTS

8.1 Gala Task Force – Christiane Bristow, Chair

- has been a lot of activity lately
- Patrick O'Hanlon has agreed to Co-Chair
- Natalie MacMaster and Donnell Leahy
- slogan – “Celebrating 30 Years With You”
- traditional symbol for 30 years is pearls
- next two months are crucial
- need silent and live auction leads
- revenue budget \$75,000
 - live and silent auction, and loot bags - \$20,000
- loot bags to be worth \$500 each
- want to sell more - suggest 30 at \$100 and 30 at \$200 but do people have the appetite to pay \$200?
- will sell if something amazing in them
- probably sell the \$100 ones first
- too much with the silent auction?
- had no trouble selling last year
- depends on what we get for contributions
- advance sales prior to the event?
- pre-sell special offer if you buy a table?
- putting on presale defeats the emotion of the moment
- some companies gave clothing last year; want to avoid that this time; quality control
- all of us know someone; can you find 30 or 60 of something, or there can be a cash contribution in order for us to purchase items
- same with the silent auction – reach out, need bigger items
- also need a big item – a trip?
- challenge from a marketing perspective

8.2 Volunteer Task Force – Arun Mathur, Chair

- much more active lately
- defining positions
- City completed their work and now has a database of several hundreds of volunteers for the many City activations, including theatre.
- learned a lot of interesting lessons from Christiane
- will be rolled out in June

8.3 Youth Engagement Plan Task Force – Stephen Timms, Chair

- nothing to report at this time

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; open house, cake cutting
- theatre board to host the community event
- talked about a commemorative pin
- will have t-shirts to sell; Councillor Ho donating them
- Performing Arts Awards – 6 or 7 individuals
- make it an annual event
- Bonnie Armstrong sourcing out a piece of glass art
- looking for a sponsor for them
- Allstate been around for the entire 30 years so will be part of the event

8.5 Foundation Task Force, Aleem Israel, Chair

- met with Legal and Finance Departments re logistics
- will be providing details regarding the cost
- similar to museum – take over as a foundation and dissolve the board
- does amalgamation hinder the board's mandate?
- are we missing out on other key initiatives?
- make this the priority item at the May meeting

9.0 NEW BUSINESS

10.0 DATE OF NEXT MEETING

- Monday, May 27th, 2015, 5:30 p.m.
- location to be determined

11.0 ADJOURNMENT

- 7:05 pm