

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

**Ontario Room, Civic Centre
Monday, May 25th, 2015**

MINUTES

ATTENDANCE:

Present

John Tidball, Chair
Eric Fagan
Aleem Israel
Arun Mathur
Ronald Minken
Maureen Weaver

Staff

Eric Lariviere
Debbie Watson
Bonnie Armstrong

Regrets

Christiane Bristow
Councillor Alex Chiu
Councillor Amanda Collucci
Anne Gilligan
Councillor Alan Ho
Billy Pang
Sophia Sun
Stephen Timms
Karyn Toon

The meeting convened at the hour of 5:40 p.m. with John Tidball in the Chair.

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- no quorum, can't approve minutes

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, APRIL 27TH, 2015.

- deferred to the meeting of May 25th, 2015

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- board appointment interviews completed
- Clerk's Office to meet with the Mayor to get his list
- thinking of expanding the numbers
- Strategic Plan RFQ to go out early August after Global Fest over; can still be completed in the fall
- will be interesting to see what consultant can do both strategic plans and branding
- Monica Pain helping with the Global Fest; hoping to keep her on
- Andrea Smitko has really stepped up with regard to marketing matters
- will be contracting out some things
- summer drama camps all full
- about to hire a Discovery Coordinator
- ticket sales really doing well; positive trend
- \$40K in sales over last year
- Village Grocer partnership not continuing as it is; currently negotiating a new type of partnership
- theatre is taking over running the concessions

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 Business Plan 2015 Executive Summary

- same themes but high level goals to be updated
- need to address advocacy
- rentals should be sustained at the 2014 level
- hope to discuss the expansion feasibility study at the June meeting
- check into new Federal funding
- review what can work in the short term, e.g. new white dance floor
- this business plan to be the last from the current Strategic Plan
- might want to create a Strategic Plan Task Force

6.2 Creation of a Foundation

- report presented by Aleem Israel
- mandate – Discovery program
- where do we go now?
- add to the Strategic Plan process
- do we need to involve the consultant?
- try to gather other models
- what is the benefit to the City?
- less financial responsibility for them because it would allow funds coming from other places
- future returns rather than immediate

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

- nothing to report at this time

8.0 TASK FORCE REPORTS

8.1 Gala Task Force – Christiane Bristow, Chair

- nothing to report at this time

8.2 Volunteer Task Force – Arun Mathur, Chair

- have drafted out positions for community outreach and artist hospitality
- need an in-house coordinator; give to the Discovery Coordinator
- recruit a lead volunteer person

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

- nothing to report at this time

8.5 Foundation Task Force, Aleem Israel, Chair

- nothing to report at this time

9.0 NEW BUSINESS

10.0 DATE OF NEXT MEETING

- Monday, June 22nd, 2015, 5:30 p.m.
- Canada Room, Civic Centre

11.0 ADJOURNMENT

- 6:45 pm