

VARLEY- MCKAY
ART FOUNDATION OF MARKHAM
Monday, March 9, 2015
Art Gallery
5:00 P.M. – 7:00 P.M.

MINUTES

Attendance:

Board of Directors Present: Councillor Don Hamilton, Terrence Pochmurski, Chair, Howard Back, John Ingram, Sid Karsh , Paul Keeling, Sammy Lee, Craig McQuat , Beverly Schaeffer, and Ernestine Tahedl

Staff: Niamh O’Laoghair, Director, Varley Art Gallery, Moe Hosseini-Ara, Acting Director of Culture, Francesca Dauphinais, Development Officer, and Laura Gold, Council/Committee Coordinator

Regrets, Santo Natale, and Edie Yeomans

Item	Discussion	Action Item
1. Call to Order	The Varley-McKay Art Foundation of Markham convened at 5:10 p.m. with Terrence Pochmurski presiding as Chair.	
2. Disclosure of Pecuniary Interest	None	
3. Changes or Additions to the Agenda	None	
4. Approval of the Minutes	Moved by Craig McQuat Seconded by Sid Karsh That the Minutes from the January 12, 2015 Varley-McKay Art Foundation of Markham Board Meeting be adopted as presented.	CARRIED

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5. Business Arising from the Minutes	The Committee reviewed the action items from the previous meeting.	
6. Director's Report	Niamh O'Laoghaire, Director of the Gallery provided the Director's Report. The report included an update on the following: 2015 exhibition program; exhibit installations; conservation of the artwork on paper; public events; December's event calendar; upcoming events; promotions, marketing, and sponsorship. The following documents were circulated with the sponsorship package: • Varley Art Gallery of Markham: 2015 Exhibition Sponsor Opportunities • Varley Quick Facts 2015 The Board discussed whether it would consider providing a discount of 10% to members of the Gallery that attend Foundation events. There was some concern that this would reduce the funds raised at Foundation events. Further discussion on this matter was deferred to the next meeting. There was a discussion on the \$500 Wally Joyce Scholarship provided by the Foundation. The scholarship is awarded to a high school student who shows promise in the arts. A few years ago, the Board had discussed expanding the scholarship to all Markham High Schools. The scholarship was not awarded to anyone last year. It was questioned if the scholarship should be continued. The Board believed that the scholarship promoted awareness of the Foundation and the Gallery. It wanted more information on the background of the scholarship prior to making any decisions with respect to the scholarship. The Clerk advised that she would look at past minutes to determine why the scholarship was established.	Add to the next agenda - Providing a Discount at Foundation events to Gallery Members - Laura Gold Look at past minutes on why the scholarship was established – Laura Gold
7. Development Officer Report	Francesca Dauphinais, Development Officer presented her January - February, 2015, Work Plan. The Work Plan included an update on the following: volunteers; website/social media, the City of Markham volunteer programs, and the Varley-McKay website review. It was reported that changes to the Foundation's website are being made to try and	

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	distinguish it from the Gallery's website. A link will be placed on the Foundation's website to the Gallery's website. It was suggested that the link also be embedded from the Gallery's name on the website. Donations will also soon be accepted on the website. The Foundation was asked if it could change its domain name to create a clearer distinction between the Gallery's website and the Foundation's website.	
8. Sub-Committee Reports	A. Art Acquisition Committee An Art Acquisition Committee meeting was held on February 15, 2015 to review potential donations of artwork, and a public art piece. The Committee reviews public art works on behalf of the City. B. Art Auction Committee Paul Keeling provided an update on the 2015 Art Auction. The Committee is currently looking for new sponsors for the event. C. Development Committee Sammy Lee provided the Development Committee Report. The Minutes from the last two Development Committee meetings were circulated to the Board with a draft of the Development Committee's vision statement. The vision statement should be within the Foundation's mandate. It was questioned if other culture groups could be promoted through the Varley' newsletter to help develop relationships with these groups. The Board discussed this proposition, but felt it may dilute the Varley brand. Other types of actions that could be undertaken to develop a relationship with Markham's culture groups included, permitting them to host a meeting or reception at the Gallery. It was suggested that it may be more effective to develop a relationship between the Foundation and the Culture Groups rather than with the Culture Groups and the Gallery. The Board suggested that this matter be deferred to the April meeting. It also requested	

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	that the Development Committee present a work plan with specific objectives at the April meeting. A Member suggested it consider cold calling as potential fundraising approach. D. Volunteer Committee No report was provided.	Present a work plan with specific objectives at the next meeting – Development Committee
9. Financial Report	Sid Karsh provided a financial report update. The draft Financial Statements for the Year Ending December 31, 2014, and the draft 2015-2017 Business Plan were circulated to the Board for its review. The final version of the 2014 Financial Statements will be presented at the next meeting.	
10. New Business	<u>Digital Strategy</u> Moe Hosseini-Ara asked for two volunteers from the Board to attend a focus group on Markham's Digital Strategy. Terrence Pochmurksi and Craig McOuat will attend the focus group. <u>Strategic Plan Update</u> The Chair reported that the strategic planning session went well. At the strategic planning session, the Board agreed to focus on the following priorities: fundraising, art acquisition, branding, and board governance. It also reviewed the sub-committee structure, and the roles and responsibilities of Board of Directors. Based on the review, it agreed that the Volunteer Committee and the Executive Committee may no longer be required, and that clear expectations need to be set when appointing new Board of Directors.	
11. Next Meeting Date	The next meeting of the Varley-McKay Art Foundation of Markham will be held on Monday, April 13, 2015 at 5:00 p.m. at the Gallery.	
12. Adjournment	The Varley-McKay Art Foundation of Markham adjourned at 7:21 p.m.	

Varley-McKay Art Foundation of Markham - Action Item Tracking

No.	Action Item	Meeting Date	Responsibility of Staff/Board Member	Meeting Date to be Completed By	Status
1.	Meet to establish criteria for recognizing past Board of Directors	September 8, 2014	Edie Yeomans, and Ernestine Tahedl	Spring 2015	
2.	Add to the next agenda - Providing a Discount at Foundation events to Gallery Members	March 9, 2015	Laura Gold	April 13, 2015	
3.	Look at past minutes on why the scholarship was established	March 9, 2015	Laura Gold	April 13, 2015	
4.	Present a work plan with specific objectives.	March 9, 2015	Development Committee	April 13, 2015	