

**VARLEY MCKAY
ART FOUNDATION OF MARKHAM**

**TOWN OF MARKHAM
VARLEY ART GALLERY
Monday, January 24, 2010
4:00 P.M. – 6:00 P.M.**

MINUTES

<u>Attendance:</u> <u>Members Present:</u> Howard Back, Chair Patrick Carr Karen Chadwick Drew Gerrard Anna Hudson Paul Keeling Sammy Lee Patty Loveland Edward Mariani Robert McCulloch Elizabeth Plashkes Terrence Pochmurski Beverly Schaeffer Ernestine Tahedl <u>Councillors Present</u> Councillor Don Hamilton	<u>Staff Present:</u> John Ryerson, Director of Culture Francine Périnet, Director, Varley Art Gallery Francesca Amato-Gauci, Development Officer Laura Gold, Committee Clerk <u>Members Absent:</u> Mahesh Chokshi
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The Varley-McKay Art Foundation of Markham was called at 4:09 p.m. with Mr. Howard Back presiding as Chair.

1. CHAIR'S OPENING REMARKS

Robert McCulloch was welcomed back to Board of the Varley McKay Art Foundation of Markham.

The Chair advised that Wally Joyce's Will gives the Foundation first pick of his Canadian art collection, some exception apply. The Gallery is in the process of cataloguing the artwork. The pieces will be reviewed by the Art Acquisition Committee, as not all the artwork is suitable for the Gallery's permanent collection. Elizabeth Plashkes was requested to take on the task of determining how to memorialize Wally Joyce.

Edward Mariani was congratulated for successfully being elected as a Director of the Unionville Business Improvement Area (UBIA). The Board looked forward to working with the Unionville Business Improvement Area.

It was noted that the Kai Chan in Poetry and Music event held on January 13 was well received. Cheryl Rego was thanked for organizing the event. Ellen Pun was recognized for her generous donation to the Kai Chan exhibit.

2. ADDITIONS OR CHANGES TO THE AGENDA

The item "New Business" was added to the Agenda and was dealt with after the Financial Report.

3. MINUTES OF THE VARLEY MCKAY ART FOUNDATION OF MARKHAM BOARD MEETING HELD ON DECEMBER 13, 2010

The title of item 9.A. was corrected to read Art Battle at the Varley.

Moved by Drew Gerrard
Seconded by Elizabeth Plashkes

That the Minutes of the Varley McKay Art Foundation of Markham held on December 13, 2010 be adopted as amended.

CARRIED.

4. BUSINESS ARISING FROM THE MINUTES

Donation Receipt Status

It was reported that the appraiser is still assessing the value of donation receipts from the 2010 Fine Art Auction. The Board requested that a report on the status of the donation receipts be provided at the next meeting.

5. STRATEGIC PLANNING PROCESS

This item was discussed informally by the Board after this meeting.

6. DIRECTOR'S REPORT

Francine Périnet, Director, Varley Art Gallery, provided a presentation entitled "Director's Report". She reported the following:

- 1) A communications position has been created to support both the Museum and the Art Gallery. Privacy legislation will be followed with respect to the sharing of personal information between cultural venues. Permission may be sought to share information with other Markham cultural venues when collecting information.
- 2) A review of the Public Programs position was conducted and completed. The position title will change to Program Coordinator to reflect the new job description, salary and benefits;
- 3) A Review of Information Service Attendants is in progress;
- 4) An intern has been hired to work on the inventory of the collection;
- 5) A new designer has been hired on a freelance basis to create one identity/brand for the Gallery. The contract includes designing ads, banners, newsletter, press releases, and other media. The designer has already completed (5) or (6) ads and is currently working on the creation of a

template for information brochure. The Development Committee will be involved with this initiative specially when addressing the outside signs.

- 6) The Gallery street sign may be designed by a company named Monnet. The creation of the sign was thought to be an urgent matter;
- 7) A banner has been temporally placed on the clock tower with the name of the Gallery and its address, until a permanent sign is created;
- 8) The Gallery has offered the use of a room on the second floor of the McKay house to the UBIA for 2011 with aim of building a partnership between the Gallery and the UBIA;
- 9) The Gallery will partner with CEA-Deaf-Blind Ontario Services to develop programs to better serve people with special needs in the community from March 2011 until the end of 2012;
- 10) In response to a request from the staff, the Town's Urban Planning Department provided a plan for the installation a sculpture garden along to Toogood Pond at the back of the Gallery;
- 11) Staff is preparing a report for the Art Acquisition Committee regarding Wally Joyce's art collection, which is currently stored at the Gallery.

Ms. Périnet discussed public art in Markham, advising that a Public Art Policy will be going before Council sometime this winter/spring. Public art was thought to be a way to expand the Gallery into the community. A budget request for funds for public art has been submitted as part of the 2011 budget. The Public Art Advisory Committee provides advice to Council on all matters of public art. Its composition includes a representative from the Varley Art Foundation of Markham, noting this position is currently vacant. It was clarified that the Board's role in the assessment of public art is limited, unless specialized expertise regarding fine art is required.

7. SUB COMMITTEE REPORTS

a. Building and Long Range Planning

The Chair reported that the construction at the Gallery is proceeding, noting Mr. Bill Pickering has been providing bi-weekly updates to the Board. It was noted the progress of the construction is being logged on the Gallery's website.

b. Art Acquisition Committee

It was reported that the Art Acquisition Committee will meet to review Wally Joyce's Canadian art collection. All decisions regarding the art collection must be made by June 6, 2011.

c. Homes for the Holidays

Ms. Karen Chadwick advised that the 2010 Homes for the Holiday event was a success. The Committee has agreed to organize the 10th anniversary Homes for the Holiday event. The planning for the 2011 event will begin shortly. A sponsorship package will be created and submitted to the Board. The event is being planned for November 11 and 12, 2011, noting the event will occur after the Remembrance Day ceremonies on November 11. The Committee was considering changing the venue for the afternoon tea.

Ms. Chadwick provided the financial report for the 2010 Homes for the Holiday event. Total revenues were approximately \$110,000 and total expenses were approximately \$21,000. Total net income was \$88,524, of which \$44,262 goes directly to the Foundation, as half of the net income goes to Markham

Stouffville Hospital. Approximately \$77,000 was raised from ticket and raffle sales and approximately \$32,000 was raised from sponsorship funds. Expenses were decreased by \$6,000 by having all printing done internally.

d. Art Auction

Mr. Patrick Carr and Mr. Paul Keeling reported that this year's Art Auction will have less artwork (approximately 60 pieces) than in previous years, with the aim of focusing on the quality of the art rather than the quantity of the art. Steven Ranger will be the auctioneer. The goal of this year's Art Auction is to foster relationships. Consequently, it may gross less revenue than in previous years. The Art Auction will be held on May 11, 2011. Printing materials, including the sponsorship package will be brought to the next meeting for the Board to review. It was noted that having IBM as a major sponsor has been beneficial to both the Auction and to the Gallery, as an additional \$5,000 was provided to open the Gallery to the public for the month of November.

e. Development Committee

Outdoor Sculpture Garden

Beverly Schaeffer reported that she would try to contact the Artist to discuss the Outdoor Sculpture Garden, but advised he was in poor health.

Visitors Lounge

Ms. Plashkes reported that a commitment for furniture for the visitors lounge and for funds towards the project has been obtained. The Development Committee will follow up with Timothy's regarding product commitment.

Emily Bigioni Show

Ms. Plashkes reported that the Emily Bigioni Exhibit will be held from March 7 to 13, 2011 in the Varley Lobby. The reception will be held on March 7th at 7 pm. There is an anticipated audience of approximately 100 guests. The event is being held in co-operation with Bloorview Children's Hospital. A request for funds to assist with the cost of holding the event was made.

Moved by Elizabeth Plashkes

Seconded by Patty Loveland

That the Varley McKay Art Foundation of Markham approves expenditures of up to \$500, to cover costs of printing, panel, refreshment and flowers.

CARRIED.

Marketing

The Board reviewed a proposal for promotional videos that would be played in the Gallery lobby and at all events, given to sponsors and used for donor development. The videos cost approximately \$1,900 per video. The cost included placing and managing the video on various social media websites. The next step would be to request a more detailed proposal. It was explained that the website needed ongoing outside consultant support to maintain its currency and capacity to meet both the Gallery and the Foundation's promotional and information needs.

It was reported that videos could be created annually or previously purchased videos could be reused. A Member suggested applying for a grant to cover the cost of the promotional videos. It was suggested that the decision be postponed until the Board has a full Executive.

Moved by Elizabeth Plashkes
Seconded by Patty Loveland

That the Varley McKay Art Foundation of Markham approve expenditures of up to \$10,000 for various marketing materials, including a promotional video.

And that this project be referred to the Executive Committee.

CARRIED.

f. Development Officer's Report

No report was provided.

g. Art Battle at the Gallery

Terry Pochmurski reported the planning of the "Art Battle at the Gallery" was complete. The event was anticipated to cost about \$5,000, which would be covered by the sponsorship funds received by ING Direct. Paint was also being donated by the Paint Lounge. The event was anticipated to gross approximately \$10,000 and net approximately \$5,000. The 32 artist participating in the event have been confirmed. They will have approximately 20 minutes to complete their painting. A \$500 award will be given to the winner of the art battle. The Treasurer advised that the award is considered an expense and that a motion from the Board is not required to approve the expenditure.

There will be beer and wine sold at the event for \$5 per glass. Tickets will be \$10 per ticket. All of the art created will be sold at the event. The art will be hung at the ING Direct Head Office for two weeks prior to being provided to the purchasers of the artwork. The event will be held in the main Gallery area and It will be an Informal event.

h. Building a Creative Markham Advisory Committee

Ms. Ernestine Tahedl discussed the need for a HUB in Markham. A HUB would provide Markham's culture community with networking opportunities and access to organizational resources. The creation of a HUB would build upon existing cultural programs.

The Board was invited to attend Ernestine Tahedl's exhibit. The exhibit will be held from February 19 to March 9 at the Trias Gallery in Toronto. The exhibition features paintings from her newly released books: Passages, Opus, Elements, and Refraction.

8. FINANCIAL REPORT

No report was provided.

9. NEW BUSINESS

Tax Receipt

It was brought to the attention of the Board that books had previously been donated to the Gallery and that the tax receipt had not been issued. Staff were requested to rectify the situation immediately and process the receipt.

Meet and Greet with UBIA

The UBIA Members will be invited to the Gallery on March 30, 2011 at approximately 5:30 p.m. for a meet and greet.

10. DATES OF FUTURE MEETINGS

The next meeting of the Varley McKay Art Foundation of Markham will be held on February 28, 2011 at the Gallery at 4:00 pm.

Future meeting dates are as follows:

- Monday, April 4, 2011
- Monday, May 9, 2011
- Monday, May 30, 2011
- Monday, June 20, 2011

11. ADJOURNMENT

Moved by Ernestine Tahedl
Seconded by Patty Loveland

That the meeting of the Board of Varley McKay Art Foundation of Markham adjourn at 5:38 p.m.

CARRIED.