



Minutes
Building a Creative Markham Advisory Committee
Canada Room, Markham Civic Centre
October 13, 2010

Attendance:

Daniel Atlin, Seneca College
Terry Browne, Markham Little Theatre
Jobson Easow, Race Relations Committee
Cheryl Giblon, Library Board
Jennifer Kah, Theatre Board
Ardy Reid, Friends of the Museum Board
Ernestine Tahedl, Gallery Board
David Tsubouchi, Chair
Rob Wells, Markham Concert Band

Councillor Gordon Landon

Carrie Colangelo, Culture Department
Eric Lariviere, Theatre Manager
Cathy Molloy, Museum Manager
Francine Perinet, Gallery Manager
John Ryerson, Culture Department

Regrets:

John Cabrelli, Markham Arts Council
Barry Nelson, Heritage Markham

Councillor Carolina Moretti
Councillor John Webster

The meeting convened at 4:21 p.m. with David Tsubouchi presiding as the Chair.

1. Minutes of August 11, 2010 meeting

Recommendation that the Building a Creative Markham Advisory Committee Minutes from the August 11, 2010 meeting be approved.

CARRIED

2. Culture Plan Update by John Ryerson

Culture Plan Survey has launched.

A Culture Plan presentation has been made to the Theatre, Museum and Gallery Boards.

Theatre and Gallery strategic plans are underway with the Museum strategic plan to begin in 2012.

Markham, Brampton and Mississauga have been invited to participate in the International Indian Film Academy. The event will take place in the Greater Toronto Area June 23-25, 2011. The event will bring approximately 500 Bollywood stars to the GTA. John Ryerson and Jobson Easow and other community representatives are working together on this project.

Council was presented with a Stiver Mill restoration and streetscape plan in September. The goal is to make it a branded attraction for Main Street Unionville and preserve the building and create an appropriate public realm.

There are now 2 Welcome Centres in Markham. It is estimated that each centre will serve approximately 4000 people each year. According to an article in the Globe and Mail, new immigrants are “brand” loyal and will continue to support and trust the people/businesses they have their first contacts with. Cheryl Giblon mentioned that the Libraries have a Newcomer program.

The Chair suggested that we offer workshops for artists to assist them with some entrepreneurial skills. John Ryerson will continue to work with Small Business Enterprise to offer more workshops to support local artists. Daniel Atlin explained that Seneca offers Independent Production Program that assists musicians. Another example of supporting artists is in downtown Niagara Falls, a local businessman purchased several abandoned buildings and is leasing them for little or no cost to local artists.

3. Theatre Update

Eric Lariviere gave a presentation on the Markham Theatre. The two main goals of the Theatre are:

- a. Building a vibrant creative community
- b. Integrating and appreciating cultural diversity

The Markham Theatre is strengthening the partnership with Unionville High School. The Chair indicated that this partnership will help build an audience for the future.

4. Museum Update

Cathy Molloy gave a presentation on the Markham Museum. The focus of the Museum's programming and future direction is on themes of settlement as it relates to technology and the environment.

5. Gallery Update

Francine Perinet gave a presentation on the Varley Art Gallery. The goal of the Gallery is to create a sense of place through the visual arts and to connect people to the arts.

6. Tourism

John referred to his handout on Tourism. He indicated that he would like to improve our marketing and packaging of all the cultural activity in Markham.

7. DECODE

DECODE will be in to do a training on stakeholder surveying. This training will take place on November 4, 2010 at 1:30 p.m. Committee members are welcome to attend. Please RSVP to Carrie. John referred to his handout titled, "Key Stakeholder Interview Guide and Analysis Template".

8. Environics

John referred to the report titled, "Environics Analytics Executive Trade Area Report". He indicated that he has been trying to get more current data from the school boards but has not been able to get this information yet. Daniel Atlin indicated that he will provide some information from Seneca.

9. Meeting Dates & Times

Discussion took place on moving the meeting to a later time. It was decided that the 4:00 p.m. is still the most convenient time for the majority of the members.

Chair provided closing remarks.

The Building a Creative Markham Committee meeting adjourned at 5:46 p.m.

Attachments:

Power Point Presentations from Eric Lariviere, Cathy Molloy and Francine Perinet