

**EIGHTH MEETING OF THE YEAR 2014 -
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM**

**Flato Markham Theatre Lobby
Monday, October 20th, 2014**

MINUTES

ATTENDANCE:

Present

John Tidball, Chair
Christiane Bristow
Eric Fagen
Aleem Israel
Arun Mathur
Ronald Minken
Stephen Timms
Karyn Toon
Maureen Weaver
Ada Yeung

Regrets

Councillor Alex Chiu
Regional Councillor Jim Jones
Anne Gilligan
Stephen Mathieu
Sophia Sun

Staff

Eric Lariviere
Debbie Watson
Bonne Armstrong
Wendy Woof-Severn
Scott Hill

Guests

Laurie Rose

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

- received a plaque from the City, presented by the Mayor at the season's opening performance, in honour of the 30th anniversary
- welcome to Laurie Rose, Pan Am Activation Team Lead

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, SEPTEMBER 22, 2014.

RECOMMENDED: THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETINGS HELD ON SEPTEMBER 22ND, 2014, BE ADOPTED AS REVISED.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- strategic plan is working
- connection made – U-Theatre, media
- Mrs. Lee knows the group
- she's been totally engaged with the project
- three malls, Metro Square
- press conference Thursday morning
- lot of media
- new sponsorship – National Bank – U-Theatre and Zakir Hussain
- a patron said at Thanksgiving that one of the things the family is thankful is for the theatre

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 Pan Am/Parapan Am Games in Markham – Laurie Rose

- Laurie Rose gave a presentation on the Pan Am/Parapan Games in both Markham and other locations

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

- will be a challenge to meet our goals
- Soraya Peerbaye has been hired by the Culture Department as a Development Officer
- will be researching new funding opportunities, along with writing grants and proposals

8.0 TASK FORCE REPORTS

8.1 Gala Task Force – Christiane Bristow, Chair

- at \$71K net sponsor revenue; \$56K in ticket sales
- gross \$127K; cost \$57.5K
- two tables left
- 40 to 50 items for the silent auction so far
- Hilton catering; Tim Clarks doing flowers
- live auction during dinner – Angus Glen
- 50 bags at \$100 each; worth minimum of \$400; three major prizes
- hope to raise \$15K to \$20K
- if anyone wants to donate something to the silent auction, please do it soon

8.2 Volunteer Task Force – Arun Mathur, Chair

- met October 8th; HR present re legal ramifications of changing formerly paid positions to volunteer
- can start using existing databases

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

9.0 NEW BUSINESS

9.1 Priority Items

- next priority item – foundation/governance structure
- for the January meeting, think of other priority items
 - report on Circle of Stars
 - how we manage subscribers
 - Take Your Seat campaign
- sponsorships at next meeting

9.2 Digital Marketing – Elite E-mail

- working on contract
- meeting this week with ITS and Corporate Communications

10.0 DATE OF NEXT MEETING

- Monday, November 24th, 2014, 5:30 p.m.
- location change – theatre lobby

11.0 ADJOURNMENT

- 7:05 pm