

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

**Canada Room, Civic Centre  
Monday, September 22<sup>nd</sup>, 2014**

**MINUTES**

**ATTENDANCE:**

**Present**

John Tidball, Chair  
Eric Fagan  
Aleem Israel  
Suzette James  
Regional Councillor Jim Jones  
Arun Mathur  
Ronald Minken  
Sophia Sun  
Stephen Timms  
Maureen Weaver  
Ada Yeung

**Regrets**

Christiane Bristow  
Councillor Alex Chiu  
Anne Gilligan  
Stephen Mathieu  
Karyn Toon  
Scott Hill

**Staff**

Eric Lariviere  
Debbie Watson  
Bonne Armstrong  
Wendy Woof-Severn

**Guests**

Robert Burko

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**

- first meeting back after the summer
- welcome to a new board member – Eric Fagan, vice-President, Corporate Communications, PowerStream
- digital media partnership – Robert Burko, Elite E-mail, who will be here later to make a presentation

**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, JUNE 23<sup>RD</sup>, 2014.**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETINGS HELD ON JUNE 23<sup>RD</sup>, 2014, BE ADOPTED AS CIRCULATED.

**5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING**

- capital projects – review and choice of firm for feasibility study completed but not yet awarded
- summer camps a great success; 98% satisfaction rate
- will examine to add another 20 children for March Break;
- Also plans are activated to create a new summer camp for 4 – 5 year olds: the concept to be that each week to be a different show, based on a well-known children's story book with each session featuring a different story book. This new camp, due to lack of space at the Theatre, will be held at Unionville High School
- request for proposal for ticket supplier tied to digital marketing

**6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION**

**6.1 Digital Marketing – Robert Burko, President, Elite E-mail**

- significant partnership in digital marketing
- very impressed with their company
- can't release details yet but not renewing publicist's contract; bringing publicity in-house, together with Central Counties partnership money
- waiting for information as to what we can do to rebuild the website
- e-mail and social media can start at any time
- how do you measure success? past couple of years have been at 75% but want to increase this
- fragmented media market within a polarized community are part of the rationale for the urgency in developing and implementing a robust digital marketing strategy and plan
- have the metrics to track
- need to create and manage a database
- Robert Burko gave a presentation on his company and digital marketing

## **7.0 WORKING COMMITTEE REPORTS**

### **7.1 Discovery Committee – Karyn Toon, Chair**

- all elementary schools in YRDSB and YRCSB were sent promotional materials in May, which was resent by e-mail in August
- nearly all elementary schools in Markham have been visited and called to determine the level of interest
- student educational guides are currently being prepared
- a new pricing program has been developed for high schools - \$10 for specific music and dance performances; concept will be available for the next meeting
- ECEY funding proposal sent to PowerStream; HR Committee will review in late November to decide if it goes to the Board
- still seeking funding partners

### **7.2 Sponsorship Committee – Ron Minken, Chair**

- fall 2014 = \$126,700
- spring 2015 = \$48,000
- 2014 grants = \$90,500
- 2015 grants = \$65,000
- new sponsors – Village Grocer and National Bank
- Village Grocer have added theatre information to their Markham paper ads
- FMT has a TV monitor and information cards in the café section of VG
- new Village Grocer sign to be unveiled on Friday September 26, prior to the show

## **8.0 TASK FORCE REPORTS**

### **8.1 Gala Task Force – Christiane Bristow, Chair**

- partnerships real key to success
- Markham paper insert at no cost; Star insert in September increased sales
- South Asian media offered great support for Zakir Hussain
- still looking for silent auction items
- two dinner tables remaining; a lot sold through Patrick O'Hanlon

### **8.2 Volunteer Task Force – Arun Mathur, Chair**

- City volunteer program on the go
- Department of Culture is providing a part-time volunteer coordinator and temporary part-time resources
- need to define positions and what the roles will be

### **8.3 Youth Engagement Plan Task Force – Stephen Timms, Chair**

- created a working group to discuss ticket prices, programs, etc.
- hoping to go to UHS student council

#### **8.4    30<sup>th</sup> Anniversary Task Force – John Tidball, Chair**

- next October is the 30<sup>th</sup> anniversary
- week long party – October 16 to 18, 2015; Gala on the Saturday night
- create an award for outstanding contribution to the arts in Markham
- create a Performing Arts Day
- wall or walk of fame?
- goals and objectives plan
- still a work in progress

#### **9.0    NEW BUSINESS**

##### **9.1    Letter of Support – York University**

It was

Moved by Arun Mathur  
Seconded by Stephen Timms

THAT a letter of support signed by John Tidball, Chair, for the construction of York University's York Region Campus in Markham Centre, be sent to Mayor Scarpitti on behalf of the Theatre Advisory Board.

Resolution carried.

##### **9.2    Creation of a Foundation**

- Aleem Israel to bring a fact-finding report to the next meeting regarding the concept of a move towards some kind of foundation, either the Discovery program only or a full foundation

##### **9.3    2015 Pan-Am / Parapan Am Games**

- Eric has been asked to produce a festival as project lead
- may be an opportunity for board engagement
- making a presentation tomorrow

##### **9.4    Priority Items**

- please submit any ideas you might have

#### **10.0    DATE OF NEXT MEETING**

- Monday, October 20<sup>th</sup>, 2014, 5:30 p.m.
- location change – theatre lobby

#### **11.0    ADJOURNMENT**

- 7:10 pm