

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

**Canada Room, Civic Centre  
Monday, April 28<sup>th</sup>, 2014**

**MINUTES**

**ATTENDANCE:**

**Present**

John Tidball, Chair  
Alex Chiu, Councillor  
Jim Jones, Regional Councillor  
Arun Mathur  
Christiane Bristow  
Aleem Israel  
Suzette James  
Sophia Sun  
Stephen Timms  
Ronald Minken  
Karyn Toon

**Regrets**

Roger Feng  
Suzzette James  
Ronald Minken  
Karyn Toon  
Ada Yeung  
Scott Hill

**Staff**

Scott Hill  
Eric Lariviere  
Debbie Watson  
Wendy Woof-Severn  
Andrea Smitko

**Guests**

Moe Hosseini-Ara

The meeting convened at the hour of 5:35 p.m. with John Tidball in the Chair.

**1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS**

- no quorum but will proceed

**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, MARCH 24<sup>TH</sup>, 2014.**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETINGS HELD ON MARCH 24<sup>TH</sup>, 2014, BE ADOPTED AS REVISED.

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

- a very good March for rentals; over budget
- first quarter very challenging re Diamond Series, mid February to end of March
- stayed on target financially
- job search for new Discovery Coordinator; 130 applicants
- will short list prior to interviewing
- no negative comments re Belushi cancellation but disappointed

**6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION**

**6.1 2014-2015 Diamond Series Line-up**

- 2013-2014 season was a great success; detailed report to be provided at the May meeting
- congratulations on this past season; looking forward to next season
- 30<sup>th</sup> season set with theme of trendsetters and the Americas is presented by Eric; season presentation attached. Digital season brochure: [2014-15 Diamond Series](#)

**6.2 2014-2015 Marketing Campaign**

- 301 tickets sold for season launch
- Digital marketing – new campaign with Metroland Media; Toronto Star digital - lot of media partners are aligned for the season.
- Details of campaign attached (document prepared by Wendy Woof-Severn)

**7.0 WORKING COMMITTEE REPORTS**

**7.1 Discovery Committee - Karyn Toon, Chair**

- spent most of the last meeting discussing ECEY to address the concerns expressed by David Gershon (Judy & David)
  - originally heard from him in the fall because a school cancelled with them to come to one of our shows for free
  - his position is that we're competing unfairly because of the subsidy

- proposed an alternative re a voucher system
- have invited him to the May 27<sup>th</sup> Discovery meeting
- debate as to who knows best what schools want
- Brenda Librecz has been advised and received a briefing note.

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

- IBM confirmed as a new sponsor of ECEY
- Miller Thomson increased their sponsorship
- Minken – Jazz Series and other additional shows
- Weins Canada renewed as presenting sponsor
- Received approval from Service Canada for one summer student grant
- Department of Canadian Heritage has approved grants for 2014-2015 and 2015-2016, with an increase of \$10K from the previous applications – a grant of \$60K annually, for two years, total of \$120,000.
- New Ontario Arts Council supplementary dance grant of \$5,000 will allow three dance companies to attend the Unionville Festival

## **8.0 TASK FORCE REPORTS**

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

- three corporate tables sold, as well as 52 event tickets
- tying up some details – possible meeting in May – sponsor focus

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

- the project to develop and implement a volunteer program for the Theatre has been in a holding pattern for a while
- template as to how volunteers work throughout the City
- the Department of culture received a matching funds grant of \$25K for two years to hire a coordinator
- a lot of different processes in place
- Pan-Am Games will need a significant volunteer program
- will be at a corporate level but will take a while to implement

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

- nothing to report at this time

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

- nothing to report at this time

## **9.0 NEW BUSINESS**

### **9.1 TixHub**

- under review but did renew the contract
- will take a couple of years

## **9.2    Web Site**

- we need a better one but how do we address that?
- IT staff member of Weins Canada has offered to do a web review
- critical that people see the web site, get excited and buy tickets

## **10.0   DATE OF NEXT MEETING**

- Monday, May 26<sup>th</sup>, 2014, 5:30 p.m.
- Canada Room, Markham Civic Centre

## **11.0   ADJOURNMENT**

- 7:00 pm