

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

**Canada Room, Civic Centre
Monday, May 26th, 2014**

MINUTES

ATTENDANCE:

Present

John Tidball, Chair
Christiane Bristow
Aleem Israel
Ronald Minken
Sophia Sun
Stephen Timms
Karyn Toon

Staff

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

Regrets

Councillor Alex Chiu
Anne Gilligan
Suzzette James
Regional Councillor Jim Jones
Stephen Mathieu
Arun Mathur
Maureen Weaver
Ada Yeung

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

- 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, APRIL 28TH, 2014.

- deferred to the next meeting

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- media and season launches – good reception at both
- both were amazing; congratulations
- very challenging winter and spring re: ticket sales/weather was a major factor
- three shows cancelled; money invested for marketing lost, direct net revenues lost: direct impact of loss - \$20K to \$30K net revenue
- about \$60K under budget in ticket sales
- should catch up in the fall and balance by the end of the year
- P&L as of April 30th: City direct investment vs. total operation is 25%
- in the final stages of hiring a new Discovery Co-ordinator.

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 Every Child Every Year Update and

7.1 Discovery Committee – Karyn Toon, Chair

- actively pursuing sponsorship goals
- add Grade 3 for 2014-15 Season showcasing 3 distinct productions, 12 performances
- have been speaking to local private organizations who rent and have concerns re negative impact on their businesses re: Judy and David and Risa Productions
- we want to ensure that we find a viable solution in making sure we will support a vibrant arts community, which we believe can co-habit successfully with ECEY
- Discovery committee met with David Gershon who's primary concern is the economic impact on his business/listened to his proposal as to how to run ECEY/he proposed a voucher program – create a voucher like a ticket accessible to all Markham students/schools can decide which to go to – ECEY or their shows or any shows from other school matinees at the Theatre. David is concerned that other venues will start similar programs and that it will hurt the industry at large.
- The committee asked him to provide a list of schools they've sold tickets to/how many of their students are actually from Markham?

- so far, no disclosure other than some vague information; Mr. Gershon has not answered the committee inquiry to get information – critical to make an objective analysis of the situation with clarity – seems that it is not likely that we will receive this information
- other programs are being offered by the Theatre at a cost in 2014-2015 season which compete with ECEY
- a suggestion is made to register ECEY as a separate entity re: not for profit private organization/charity? It would also help with sponsorships and fundraising
- a much bigger issue that we should explore; done in the US
- committee to meet before the next board meeting to come up with a strategy
- will pass a resolution at the June meeting
- impact of the program could be positive for their business; can't be predicted
- Theatre is willing to examine how it would be able to support marketing efforts of producers promoting school matinees to York Region school market.
- Theatre's ECEY flyer only goes to Markham schools/Discovery paid-for matinees will be circulated to all York Region schools

6.2 2013-2014 Diamond Series Report

- deferred to the next meeting

7.0 WORKING COMMITTEE REPORTS

7.2 Sponsorship Committee – Ron Minken, Chair

- Forest Bay Homes - \$25K for nostalgia series and gala
- Village Grocer – food at launch spectacular
- still a number of active prospects

8.0 TASK FORCE REPORTS

8.1 Gala Task Force – Christiane Bristow, Chair

- planning coming together well
- more details at the next meeting

8.2 Volunteer Task Force – Arun Mathur, Chair

- City in the process of hiring a Volunteer Co-ordinator

8.3 Youth Engagement Plan Task Force – Stephen Timms, Chair

- meeting in June; will report back at the next meeting

8.4 30th Anniversary Task Force – John Tidball, Chair

- nothing to report at this time

9.0 NEW BUSINESS

10.0 DATE OF NEXT MEETING

- Monday, June 23rd, 2014, 5:30 p.m.
- Canada Room, Markham Civic Centre
- have invited Joel Lustig, City Treasurer, to present and discuss the budget process

11.0 ADJOURNMENT

- 6:30 pm