

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

**Canada Room, Civic Centre
Monday, March 24th, 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

Staff

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

Regrets

Roger Feng
Anne Gilligan
Stephen Mathieu
Maureen Weaver
Ada Yeung
Bonnie Armstrong

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

- third meeting of the year

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, FEBRUARY 24TH, 2014.

RECOMMENDED: THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETINGS HELD ON FEBRUARY 24TH, 2014, BE ADOPTED AS REVISED.

5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING

- media lunch May 7th, 11:30 am to 2:00 pm on the stage
- public season launch May 12th
- Diamond Circle VIP recognition events April 3rd and April 23rd
- board members are invited to attend one or the other; need some at each event
- thank sponsors
- capital projects – chairs in boxes and railings on steps to the stage

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 Youth Engagement Task Force Report

- members acknowledged; Andrea Smitko and Ari Weinberg were in charge of the advisory council meetings
- Youth Advisory Council had 22 members
- very impressed with the quality of the kids; everyone contributed
- current programming not of interest to them; they suggested acts and shows
- prices too high; less than \$50, tax in
- not addressing ways to advise them, i.e. social media
- offered tickets to shows but only about 30% came
- weren't representative of the entire region
- Maureen Weaver didn't think we'd learn anything if we went further afield
- ask Markham Teen Arts Council for their input
- judged act by pictures rather than by reading outline
- have a series designed for youth
- got a better idea of how to communicate; started to establish a youth mailing list
- Facebook not a prime way to get info; use Instagram
- need more support from teachers; engage student council
- loyalty program (points); SPC card used by high school students
- allocate some of the better seats to youth groups
- non UHS kids will have different interests, eg., less classical
- requires a lot of promotion and resources

- use the Markham Teen Arts Council as a partner
- good case strategically to let them plan their own performance; give them a budget and mentor them
- leadership of group very important
- connect the various networks – Mayor’s Youth Task Force, Markham Teen Arts Council, etc.
- recommend working team – Stephen, Andrea, Wendy, Amy and Eric
- come back April 28th with a recommendation –
 - affordable pricing
 - marketing advertising and communications strategies
 - introduce youth programming
- great report

6.2 Proposed 2014 Strategic Priorities and Business Plan

- four themes:
 - sustained excellence in programs and enhanced customer experience
 - cultural education and participation
 - innovation and community engagement
 - capacity building best practices
- now becomes 2014 business plan
- these are still relevant priorities
- good job

7.0 WORKING COMMITTEE REPORTS

7.1 Discovery Committee - Karyn Toon, Chair

- met today
- corporate sponsorship – direct action plan
- will be able to update Council in June
- tiered approach to sponsorship gives options

7.2 Sponsorship Committee – Ron Minken, Chair

- a number of renewals confirmed – Weins, Minken, Allstate, PowerStream, Pepsi Cola
- also dealing with some active leads for renewals as well as new leads

8.0 TASK FORCE REPORTS

8.1 Gala Task Force – Christiane Bristow, Chair

- Patrick O’Hanlon – gala chair
- need \$75K+ in sponsors
- 50 bags at \$200 each
- please go to your contacts for silent auction items
- need to get a board table started

8.3 30th Anniversary Task Force – John Tidball, Chair

- nothing to report at this time

10.0 DATE OF NEXT MEETING

- Monday, April 28th, 2014, 5:30 p.m.
- Canada Room, Markham Civic Centre

11.0 ADJOURNMENT

- 7:00 pm