

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

**Canada Room, Civic Centre
Monday, April 28th, 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 24TH, 2014.

RECOMMENDED: THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETINGS HELD ON MARCH 24TH, 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
- 30th season set with theme of trendsetters and the Americas is presented by Eric; season presentation attached. Digital season brochure: [2014-15 Diamond Series](#) (available for viewing at the Clerk's Department)

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 27th 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 30th 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 26th, 2014, 5:30 p.m.
- Canada Room, Markham Civic Centre

11.0 ADJOURNMENT

- 7:00 pm