

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

**Flato Markham Theatre  
Monday, January 27th, 2014**

**MINUTES**

**ATTENDANCE:**

**Present**

John Tidball, Chair  
Alex Chiu, Councillor  
Arun Mathur  
Ronald Minken  
Stephen Mathieu  
Stephen Timms  
Karyn Toon  
Maureen Weaver  
Suzzette James  
Christiane Bristow  
Sophia Sun  
Aleem Israel

**Regrets**

Anne Gilligan  
Jim Jones, Regional Councillor  
Ada Yeung  
Debbie Watson  
Andrea Smitko

**Staff**

Bonnie Armstrong  
Scott Hill  
Eric Lariviere  
Moe Hosseini-Ara  
Wendy Woof-Severn  
Roger Feng

The meeting convened at the hour of 5:30 p.m. with John Tidball in the Chair.

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

- thank you for coming
- introduction of new members Sophia Sun, Anne Gilligan, and Aleem Israel
- the role of the advisory board is to advise and comment, strategic planning and fundraising. Operation governance is handled through Theatre and City staff.

## **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 NOVEMBER 25TH, 2013,**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETINGS HELD ON NOVEMBER 25<sup>TH</sup>, 2013, BE ADOPTED AS CIRCULATED.

## **5.0 APPOINTMENTS**

### **5.1 Advisory Board Chair**

Moved by Alex Chiu

Seconded by Arun Mathur

THAT John Tidball be appointed Chair for the year 2014.

Carried.

### **5.2 Advisory Board Vice-Chair**

Moved by Christiane Bristow

Seconded by Arun Mathur

THAT Karyn Toon be appointed Vice- Chair for the year 2014.

Carried.

- it was suggested that John Tidball send a letter to Mayor Scarpitti recognizing David Banfield for 20 years of volunteer service on the board

### **5.3 Membership and Chairs of Working Committees and Task Forces**

- Discovery Committee –
  - Chair - Karyn Toon
  - members - Stephen Timms, Stephen Mathieu, Christiane Bristow, Arun Mathur, John Tidball
- Sponsorship Committee –
  - Chair - Ron Minken
  - members - John Tidball, Sophia Sun, Aleem Israel, Alex Chiu
- Gala Task Force –
  - Chair - Christiane Bristow

- members - Stephen Mathieu, Alex Chiu, John Tidball
- Youth Engagement:
  - Chair: Stephen Timms
  - Members: tbd
- Circle of Stars Task Force – to be determined.
- Volunteer Task Force – to be determined.
- 30<sup>th</sup> Anniversary Task Force – to be determined.

## **6.0 GENERAL MANAGER'S REPORT**

- update of 2013 business plan
- tallying metrics; no year end report from Finance yet
- highlights – rentals – goals and objectives met despite being closed for six weeks due to construction
- presenting series, audience numbers available soon
- fiscal year will be a new height in ticket sales, which should be over \$850K;
- Strategic Plan to fully implement processes to track indicators
- youth engagement plan started
- accessibility projects completed
- E-marketing or social media – digital proving more effective
- diversity of community a constant challenge
- agreement in principal with IBM to find volunteers
- Gala went pretty well, \$90K raised
- date of planning session to be confirmed

## **7.0 PRIORITY ITEMS**

### **7.1 Funding for Every Child Every Year Program**

- congratulations to Stephen Timms and the team members
- FY 2014 City budget indicates that the City investment to the theatre will be \$5,000 less than last year

### **7.2 Strategic Plan Update Session(s)**

- date(s) not yet decided but will serve dinner
- may extend the length of the next board meeting or add a second meeting

## **8.0 WORKING COMMITTEE REPORTS**

### **8.1 Discovery Committee - Karyn Toon, Chair**

- updated funding, implications of every child program
- ramping up sponsorship activity
- discussed trying to find a sole sponsor at \$75k; have talked to many potential sponsors

- private sector very tough right now; far more scrutiny on private sponsorships
- also discussed a more tiered, downsizing approach with many sponsors
- fits with ramping up the overall sponsorship drive
- had wanted to launch all at once; now moving ahead with Grades 1 and 2
- have capacity to soft launch program this year; goal is to get to a fully funded program by 2015
- financial contribution – one-third theatre, one-third City, one-third corporate, to be discussed
- also looking at the prospect of a naming opportunity
- will bring back at a later date re seeking sponsors
- last year too late in discussion to get funding
- would like to have someone come in to discuss City budget process and finance
- subsidy is approximately \$640K; under 25% of total theatre operating budget
- Theatre business model suggests a funding structure of 25% City, 25% contributed income (sponsors, Gala, circle of stars, grants) , 50% revenue generated (earned)
- Committee can pass a resolution that will get pulled and brought to the attention of Council; someone from the Board would need to be present
- perhaps wait until more progress has been attained; might be strategically preferable
- question is how much to put into resolution
- resolution deferred until next meeting

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

- nothing to report at this time

## **9.0 TASK FORCE REPORTS**

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

- goal is to reach \$75K
- Artist to be Nikki Yanofsky
- Patrick O'Hanlon has accepted to be Gala Chair for a second year.

### **9.2 Youth Engagement Task Force – Stephen Timms, Chair**

- copies of powerpoint presentation charts will be sent out
- deed to reach a wider student body not as connected to the arts; compare results
- reach out to student councils, Markham Teen Arts Council, and Mayors Youth Task Force

- tabled until the next meeting

### **9.3    30<sup>th</sup> Anniversary Task Force**

- nothing to report at this time

### **9.4    Volunteer Task Force**

- needs more support and a new Chair
- discussion to continue at next meeting

## **10.0   DATE OF NEXT MEETING**

- Monday, February 24<sup>th</sup>, 2014, 5:30 p.m.
- Canada Room, Markham Civic Centre

## **11.0   ADJOURNMENT**

- 6:50 pm