

**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 25TH, 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.
- 30th 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 30th 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 24th, 2014, 5:30 p.m.
- Canada Room, Markham Civic Centre

11.0 ADJOURNMENT

- 6:50 pm