

**SEVENTH MEETING OF THE YEAR 2013 -  
FLATO MARKHAM THEATRE ADVISORY BOARD  
CITY OF MARKHAM**

**Canada Room, Markham Civic Centre  
Monday, September 23<sup>rd</sup>, 2013**

**MINUTES**

**ATTENDANCE:**

**Present:**

Karyn Toon, Acting Chair  
Christiane Bristow  
Alex Chiu  
Neil Fernandez  
Suzette James  
Stephen Mathieu  
Arun Mathur  
Ronald Minken  
Stephen Timms  
Maureen Weaver  
Ada Young

**Staff:**

Bonnie Armstrong  
Eric Lariviere  
Debbie Watson  
Wendy Woof-Severn

**Regrets:**

David Banfield  
Jennifer Kah  
Jim Jones  
John Tidball  
Scott Hill

The meeting convened at the hour of 5:40 p.m. with Karyn Toon in the Chair.

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

- thank you for coming; fairly full agenda

**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 MEETING HELD ON JULY 8<sup>TH</sup>, 2013**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE ADVISORY BOARD MEETING HELD ON JULY 8<sup>TH</sup>, 2013, BE ADOPTED AS CIRCULATED.

**5.0 GENERAL MANAGER'S REPORT**

**5.1 Items Arising**

- very busy summer – construction
- Seating and Accessibility retrofit capital project: quotes much higher than budget; had to review the scope of project – exterior phase scrubbed. Extremely tight timelines – indoor phase of project almost completed with new seats, carpet and railings installed, washrooms retrofit. Curtains (curtain RFQ closes tomorrow, then 6 to 8 weeks) and chairs will be done this fall. Detail review done today; some adjustments and minor details left. Old Seats: Markham Little Theatre took 100 seats, part of other seats recycled; rest were disposed. Scrapped. The end result is positive: new seats look great; railings very convenient
- Other capital projects: got new washer and dryer; wood doors replaced with steel doors;
- Total capital budget was \$626K for 2013.
- Programs: summer camps had to be moved in August – Cornell Community Centre and Chinese Cultural Centre; although more work for staff re control and monitoring, the last session received the highest customer satisfaction score of all the sessions
- Take Your Seat campaign started – either 20 years or when seats next replaced; start at \$500; \$5,000 for a box; all money to go to the Endowment Fund; discount of 20% for Circle of Star members and former donors; couldn't find out any information about what was originally promise; hope campaign final by end of April/May, 2014
- Financial results – Theatre closed in August and early September will impact rentals due to construction. At this point, after Q1, still on budget.

## **6.0 PRIORITY ITEMS: PRESENTATION AND DISCUSSION**

### **6.1 Presentation at General Committee**

- were to do presentation today but needed to be delayed due to revised meeting schedule
- now October 7<sup>th</sup>, 9:00 am

### **6.2 Budget FY 2014 – Perspective**

- According to actual scope of the operation and the strategic target of 25% City investment, Theatre would require an additional \$ 68K more of City Investment FY 2014.
- Every Child Every Year – is important to kick off this year, we will have to review the scope for next year, will have a challenging year for the Gala
- City budget won't be approved for at least a month
- How are we utilizing rental times and can we use more? The various options to increase rental revenues include reducing proportion of community use and increasing commercial use and working on rate increase, although it is important to remain competitive and direct costs are also increasing
- Refinement of how you manage sales - higher food and bar sales? Most community groups not users of concessions

## **7.0 WORKING COMMITTEE REPORTS**

### **7.1 Discovery Committee – Karen Toon, Chair**

- have been very active; meeting again tomorrow
- focused on Every Child Every Year program
- soft launch at Gala
- met with Scotia Bank, Apple, CGI
- get great responses to importance of program
- met with Carol Cotton, Separate School Board, re education support
- she is going to arrange a meeting with principals and board superintendent
- very positive re bussing; shared between boards
- also very forthright re information
- superintendents have to be on board

### **7.2 Sponsorship Committee – Neil Fernandez, Chair**

- also have been busy; still a lot of work to do;
- have secured \$80K to date
- active soliciting RBC and Village Grocer
- lot of solicitations ongoing re media and in-kind

## **8.0 TASK FORCE REPORTS**

### **8.1 Gala Task Force – Jennifer Kah, Chair**

- has been a lot of hard work; thanks to staff
- Objective of Gala net revenues of \$130K; silent / live auctions - \$20K/“buy a balloon” – \$5K/also selling table centrepieces for \$20 per ticket - \$1K to \$2K
- MC Jeff More, Rogers TV/professional auctioneer
- 55 silent auction and three live auction items
- cocktails, 5:00 pm; dinner, 6:00 pm; photos with Jose Feliciano, 6:30 pm
- Rod Black doing a video for corporate announcements: Every Child Every Year, Take Your Seat campaign
- Tim Clark’s donating centrepieces and balloons

### **8.2 Circle of Stars Subscription Task Force – Suzette James, Chair**

- didn’t meet over the summer
- need more volunteers on committee
- will report at the next board meeting

### **8.3 Volunteer Task Force – David Banfield, Chair**

- defer to the next meeting
- working on a project
- IBM partnership

### **8.4 Youth Engagement Plan Task Force – Stephen Timms, Chair**

- met in July; input from kids
- advisory group – three from every grade at UHS
- Maureen Weaver will support the initiative
- project plan and road map

## **9.0 NEW BUSINESS**

### **9.1 Resolution to file grant application for years 2014-2015 and 2015-2016 to Arts Presentation Canada, and delegation of signing authority**

It was

Moved by Arun Mathur  
Seconded by Stephen Mathieu

THAT the Flato Markham Theatre Advisory Board endorses the filing of grant applications to Arts Presentation Canada for the financial support of audience development and outreach initiatives during the 2014-2015 and 2015-2016 professional entertainment seasons;

AND FURTHER THAT signing authority for these applications and all related documentation be granted to the Acting Director of Culture and Theatre General Manager.

Resolution carried.

### **9.2 Staff Service Award Recognition**

- Scott Hill – 15 years
- Bonnie Armstrong – 25 years
- Debbie Watson – 40 years

### **10.0 DATE OF NEXT MEETING**

- Monday, October 28<sup>th</sup>, 2013 at 5:30 pm
- Canada Room, Markham Civic Centre

### **11.0 ADJOURNMENT**

- 6:55 pm