

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

**Canada Room, Markham Civic Centre  
Monday, July 8<sup>th</sup>, 2013**

**MINUTES**

**ATTENDANCE:**

**Present:**

David Banfield, Vice-Chair  
Christiane Bristow  
Suzette James  
Jennifer Kah  
Arun Mathur  
Stephen Mathieu  
John Tidball, Chair  
Stephen Timms  
Karyn Toon

**Regrets:**

Neil Fernandez  
Alex Chiu  
Jim Jones  
Ronald Minken  
Maureen Weaver  
Ada Yeung  
Debbie Watson

**Staff:**

Bonnie Armstrong  
Scott Hill  
Eric Lariviere  
Wendy Woof-Severn  
Andrea Smitko

**Guests:**

Moe Hosseini-Ara  
Ari Weinberg

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

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

- Welcome to Ari Weinberg, Discovery Coordinator

**2.0 DECLARATION OF PECUINARY 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 MAY 27<sup>TH</sup>, 2013**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE ADVISORY BOARD MEETING HELD ON MAY 27<sup>TH</sup>, 2013, BE ADOPTED AS CIRCULATED.

**5.0 GENERAL MANAGER'S REPORT**

**5.1 Items Arising**

- Noticing a shift in buying patterns between a more traditional audience versus ethnic audiences, who tend to buy at the last minute
- Need to be sensitive to this buying behavior and adjust messaging and promotional tactics accordingly
- We are 13% above where we were last year in ticket sales
- We have chosen the Mango seat colour for the new seats and confident the renovations will be complete by the beginning of the season
- Introduced the possibility of selling more tickets to corporations

**6.0 PRIORITY ITEM: PRESENTATION AND DISCUSSION**

**7.0 WORKING COMMITTEE REPORTS**

**Discovery Committee – Karen Toon, Chair**

- Information pamphlet about Discovery Program completed thanks to Wendy and Ari
- An e-communication version of information pamphlet was sent out at the end of June to two different groups: Markham schools & our general education list
- Ari will be visiting schools at the end of August to connect with principals about the program
- Bussing estimates were presented to First Canada Student bus company; they confirmed that our estimates were reasonable
- First Canada Student is a national company so doesn't want to commit to this project as it is solely Markham based but is open to discussion – Arun Mathur will try to meet with them in person
- the schools are responsible for bussing students during the first year of this project
- Could do a joint RFP and sponsorship for bussing – will need to discuss this possibility with Purchasing
- Discovery Committee did not meet in June but will reconvene on July 24

## **7.0 WORKING COMMITTEE REPORTS**

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

- Sponsorship committee met and created a shortlist of companies we currently have as well as proposed companies to pursue for sponsorship
- We need to ensure that these sponsorship activities do not conflict with other solicitation
- Are creating a tracking sheet to keep track of all sponsors and their support to the theatre so there is no overlap when approaching different organizations for sponsorship

## **8.0 TASK FORCE REPORTS**

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

- There will be a balloon pop fundraiser at the event. 50 balloons will be available for purchase at \$100 each and will contain at least \$300 worth of prizes – the grand prize will be a luxury watch
- Ask #1: Does anyone have any contacts that would be willing to donate 50 of an item to contribute to this fundraising element of the gala
- Ask #2: Please reach out to contacts for 2 silent auction items
- Ask #3: Please reach out to contacts to secure 2 advertisements for the gala program
- Ask #4: Each board member to purchase at least 2 tickets to the gala
- Rogers has agreed to provide an MC for the event (one of their show hosts)
- Local auctioneer (Ray Brown) has agreed to host the live auction
- Vincor supplying wine for reception and dinner
- Old Firehall Confectionery providing chocolates for dinner, reception, items for balloon pop and silent auction
- Looking for a decor sponsor – Latin theme
- Was proposed to set aside a table for board members and their guests

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

- Meeting late summer/early fall
- Membership has increased this year. Last year's total was 154. This year we already have 164 COS members – our goal is to have 200
- Shining Stars has increased from 85 vs. 75 from last year
- \$15,700 revenue thus far
- Would like to grow Corporate Circle category, which is \$1,000 membership
- We have 30 new members this year
- There are 39 members who have not renewed
- The box office called these members and a letter will go out to them in the coming week

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

- Test drove plan to see if it is feasible
- The plan is for a sponsor to lend us an individual who is on their payroll to work with the theatre, therefore we will gain manpower at no cost to us
- A company could sign on for several years but the individual they provide could change year to year
- In exchange the company will receive specific sponsorship benefits (tbd)
- Next phase is to refine the plan and go forward

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

- Reached out to Maureen Weaver and she has agreed to put together a youth advisory task force when the school year begins (3-4 students from every grade)
- She will ask students to write a statement of intent explaining why they want to be involved
- These students will also act as ambassadors to other schools

## **9.0 NEW BUSINESS**

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

- Monday, September 23<sup>rd</sup>, 2013 at 5:30 pm
- Canada Room, Markham Civic Centre

### **11.0 ADJOURNMENT**

- 7:00 pm