

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

**Canada Room, Markham Civic Centre  
Monday, April 22<sup>nd</sup>, 2013**

**MINUTES**

**ATTENDANCE:**

**Present:**

John Tidball, Chair  
David Banfield, Vice-Chair  
Christiane Bristow  
Alex Chiu  
Jennifer Kah  
Arun Mathur  
Ronald Minken  
Stephen Timms  
Karyn Toon  
Maureen Weaver

**Staff:**

Scott Hill  
Eric Lariviere  
Debbie Watson  
Wendy Woof-Severn

**Regrets:**

Bonnie Armstrong  
Neil Fernandez  
Suzette James  
Jim Jones  
Stephen Mathieu  
Ada Yeung

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**

- brilliant season and performances for the 2012-13 Season/Diamond Series
- it was suggested that a letter be sent to the Mayor, signed by the Chair, thanking Eric and staff for their hard work.

## **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 MARCH 25<sup>TH</sup>, 2013**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE ADVISORY BOARD MEETING HELD ON MARCH 25<sup>TH</sup>, 2013, BE ADOPTED AS CIRCULATED.

## **5.0 GENERAL MANAGER'S REPORT**

### **5.1 Items Arising**

- general activities for first quarter – decrease from last year
- schools cancelled; timing of Easter; some events moved to April from March
- estimated that we will catch up with second quarter
- prime capital project: changing seats/accessibility retrofit in summer on target
- development of a partnership project with York University to expand capacity with volunteer interns from Theatre program – Fine Arts
- Discovery Coordinator hired – Ari Weinberg; starts April 29<sup>th</sup> Ari is a UHS alumni; seems to be very well connected in the theatre and dance community
- 12-13 season done; very positive; fill rate of 72%
- gross revenue of \$787K; increase over last year
- media launch April 30<sup>th</sup> – Jim Brickman and other artists will participate
- sponsorship renewals – Weins Canada (Diamond Series), Allstate Canada (programs and Peking Acrobats), Minken Employment Lawyers (All That Jazz!), Miller Thomson (Colm Wilkinson), YRMG (Diamond Series Media Presenter), Forest Bay Homes (Nostalgia), and various hotels
- Gala starts season – September 27<sup>th</sup> featuring Jose Feliciano
- Financial dashboard looks good with 9% positive variance overall

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

### **6.1 2013 FMT Business Plan**

- Executive Summary – draft
- use to evaluate senior staff
- great plan

It was

Moved by David Banfield

Seconded by Christiane Bristow

THAT the 2013 Flato Markham Theatre Business Plan be approved as amended, to include a budget/financials section, with one of the main goals of which shall be to always meet budget.

Resolution carried.

### **6.2 Every Child Every Year Project**

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

- met last week; moved to launch the Every Child, Every Year program in September, 2013 - confidence to go ahead with a soft launch after securing three funding streams, a budget scenario has been prepared until 2017
- also have a presentation ready to go, the goal is to secure a corporate sponsor by the end of 2013
- have funds available from Gala to launch with two grades for one year
- consulted with Mayor – he suggested he would be in support of a soft launch, he felt it important and good enough to do even if we have to stay small for a while
- next step – go back to the Boards of Education and other key stakeholders
- can manage Grades 1 and 2 if we don't find funding
- discussion on providing free bus transportation for the first year with conclusion that it is a key component of the program and should be included for sure.
- The process to negotiate a preferred rate or develop a partnership with bus company should start promptly.
- confident will raise the money that we need from the Gala but we don't have a commitment from the business community
- to build awareness for the theatre and major project, it was suggested that we make a presentation to General Committee, we have to prepare a report and a presentation prior to, for approval
- the content of the presentation will include state of theatre business, strategic plan and benchmark, programs and discovery, Every Child, Every Year program.

It was  
Moved by Karen Toon  
Seconded by Stephen Timms

THAT, based on the current proposed budget and preliminary discussions, a soft launch for Grades 1 and 2 be planned in the fall of 2013, with a public launch to come later;

AND THAT a mid-term evaluation be done at the end of the year to consider a review and realignment of the program, and the 2014 budget.

Resolution carried.

## **7.0 WORKING COMMITTEE REPORTS**

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

- no report at this time

## **8.0 TASK FORCE REPORTS**

### **8.1 Gala Task Force**

- no report at this time

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

- no report at this time

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

- a plan is in place; more to come later

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

- target high schools then universities and colleges
- integrate with the Mayor's Youth Task Force
- will do a roadmap for the next meeting
- how to get people involved and engaged
- critical success – support from the school system
- still work to do

## **9.0 NEW BUSINESS**

## **10.0 DATE OF NEXT MEETING**

- Monday, July 8<sup>th</sup>, 2013
- 5:30 pm
- Canada Room, Markham Civic Centre

## **11.0 ADJOURNMENT**

- 7:00 pm