

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

**Canada Room, Markham Civic Centre  
Monday, May 27<sup>th</sup>, 2013**

**MINUTES**

**ATTENDANCE:**

**Present:**

David Banfield, Vice-Chair  
Christiane Bristow  
Alex Chiu  
Jim Jones  
Jennifer Kah  
Stephen Mathieu  
Ronald Minken  
Stephen Timms  
Maureen Weaver  
Ada Young

**Staff:**

Bonnie Armstrong  
Eric Lariviere  
Debbie Watson  
Wendy Woof-Severn

**Guests:**

Moe Hosseini-Ara

**Regrets:**

Neil Fernandez  
Suzette James  
Arun Mathur  
John Tidball  
Karyn Toon  
Scott Hill

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

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

- welcome to Moe Hosseini-Ara; here on a six month secondment
- over \$100K in ticket sales the first week

### **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 APRIL 22<sup>ND</sup>, 2013**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE ADVISORY BOARD MEETING HELD ON APRIL 22<sup>ND</sup>, 2013, BE ADOPTED AS CIRCULATED.

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

#### **5.1 Items Arising**

- theatre seats being changed this season
- need to decide color; showed renderings and swatches
- red is what we have and people are used to it; conservative choice; yellow and mango totally different feel; warmer tones; can associate somewhat with diverse communities; brown would be a much darker feel but very classy; all dark wood and would blend with the blue; red and mango were the choices of our consultant
- armrests would remain dark wood; back of the seats are black plastic
- consider the color of carpeting; will help the direction of the decision
- spotting and staining always a concern; mango and red have been stain tested with good results
- first choice of advisory board is mango; will make a recommendation to Brenda Librecz
- have to move one session (last one) of the summer camps to Cornell Community Centre because of seat replacement project
- two other weeks at Unionville High School; shows to be relocated
- April was a very strong rental month; aligned with goals and objectives
- 2012 metrics finalized; some 2010 benchmarks need to be reviewed along with some of 2011 figures to validate accuracy.

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

#### **6.1 2013 Fundraising Plan Framework**

- fundraising efforts are key
- Dance Grant approved today – Ontario Arts Council
- sustainable business model includes a level of cash and in-kind contributed income equivalent to the City's contribution; 25% of total budget

- some fundraising priorities have been accomplished
- set goals for the number of partnerships this year; currently 85, which includes all sponsors and in-kind donors
- partnership is a key value of the strategic plan
- also grants, individual donations and special events fundraising such as the annual Gala
- 2009 contributed income = \$117,300 or 5.9% of total operation and progressed to reach, in 2012 contributed income = \$309,100 or 11.7% of total operation
- cash contributed income increased by 263% over the past four years; and shows that there is a lot of potential
- fundraising plan framed for a three year perspective, align with timeline of the Strategic Plan;
- want the plan ready for approval process in September as meetings resume
- feasible to see proportion increase to 20% within the plan timeline, to work towards that goal

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

- working on the matinee project
- soft start program to all schools; Markham Grades 1 and 2 free of charge to selected performances
- meeting with Flato re interest
- also meeting with school boards for information
- presentation to General Committee on September 23<sup>rd</sup>
- Arun Mathur to volunteer to start conversations with possible bus company to partner for the project;
- target list of sponsors and leads tabled and discussed.

#### **7.0 WORKING COMMITTEE REPORTS**

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

- no report at this time; actively soliciting leads

#### **8.0 TASK FORCE REPORTS**

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

- will be sensational, with a Latin theme
- met with the Hilton re the menu/move cocktails to lower level of Civic Centre
- Silent Auction Committee requests that everyone get involved by getting two silent auction items
- want to do a balloon pop – 40 at \$20 each; in one of the balloons will be an expensive piece of jewellery with a diamond associated with it
- want to increase the amount of advertising sold in the event program
- also ask that every board member buy a ticket
- e-mail from the Chair re asks

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

- no report at this time

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

- have been continuing to meet; results from test drive at next meeting

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

- have asked Maureen Weaver to participate
- draft framework in place

**9.0 NEW BUSINESS**

**10.0 DATE OF NEXT MEETING**

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

**11.0 ADJOURNMENT**

- 7:00 pm