

**VARLEY- MCKAY  
ART FOUNDATION OF MARKHAM  
TUESDAY, JANUARY 8, 2013  
ART GALLERY  
4:00 P.M. – 7:00 P.M.**

**MINUTES**

Attendance:

Board of Directors Present:

Councillor Don Hamilton, Terrence Pochmurski, Chair, Drew Gerrard, Susan Gray, Sammy Lee, Patty Loveland, Paul Keeling, Ernestine Tahedl and Edie Yeomans

Staff:

Francesca Dauphinais, Development Officer, Francine Périnet, Director, Varley Art Gallery, John Ryerson, Director of Culture and Laura Gold, Council/Committee Coordinator

Regrets:

Maresh Chokshi ,Rosemary Donegan, Sid Karsh , and David Tsubouchi

<b>Item</b>	<b>Discussion</b>	<b>Action</b>
<b>1. CALL TO ORDER</b>	The Varley-McKay Art Foundation of Markham convened at 4:13 p.m. with Terrence Pochmurski presiding as Chair.	
<b>2. DISCLOSURE OF PECUNIARY INTEREST</b>	There was no disclosure of pecuniary interest.	
<b>3. CHANGES OR ADDITIONS TO THE AGENDA</b>	An agenda item entitled Cultural Plan update was added under new business.	
<b>4. BUSINESS ARISING FROM THE MINUTES</b>	A. <u>Review of Action Items</u>  The Board reviewed the action items from the October 9, 2012 Minutes. The following	Appoint a new Chair to the Development

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	<p>update with respect to the action items was provided:</p> <ul style="list-style-type: none"> <li>• It was suggested that a new Chair be appointed to the Development Committee;</li> <li>• IBM has renewed its sponsorship with respect to waiving the Gallery admission until September 2013; a new sponsor for this initiative will be required for the end of 2013 and 2014;</li> <li>• The Committee Clerk was requested to email the Chair the memo prepared by Lisa Riegel on filling board vacancies;</li> <li>• The Development Officer and the Director of Culture will meet with ITS staff in January to discuss volunteer management software;</li> <li>• The proposed art acquisitions were approved by email by the Board of Directors in November 2012;</li> <li>• The Board suggested that exterior lighting be added to the McKay House as a gesture to recognize Kathleen McKay. Patty Loveland will present this proposal to a resident who may assist with this initiative;</li> <li>• It was proposed that the Board bring back the Homes for the Holiday event in 2013 rather than hold a Fall Palette event;</li> <li>• It was noted that there is a potential Chair for the proposed 2013 Homes for the Holiday event;</li> <li>• An alternative location for the 2013 Homes for the Holiday event will be required due to the Gallery's contractual obligations at the time of the event;</li> <li>• It was agreed that recognition of past Board of Directors should be determined on a case by case basis (note: this recognition can be extended to Board of Directors who previously served on the Board);</li> <li>• It was suggested that a recognition policy be established for long term volunteers at the Gallery.</li> </ul>	<p>Committee – All Board Members</p> <p>Look for a 2013/2014 sponsor to waive the Gallery Admission – All Board Members</p> <p>Email the Chair the memo prepared by Lisa Riegel on filling board vacancies – Laura Gold</p> <p>Meet with ITS in January to discuss volunteer management software – Development Officer and Director of Culture</p> <p>Suggest improving the exterior lighting of the McKay House to resident who may sponsor this initiative – Patty Loveland</p> <p>Confirm Chair of the 2013 Homes for the</p>

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	<p>Moved by Edie Yeomans            Seconded by Drew Gerrard</p> <p>That the Board of Directors use its discretion to determine on a case by case basis the best way of recognising past Board of Directors.</p> <p>CARRIED</p> <p>Moved by Edie Yeomans            Seconded by Patty Loveland</p> <p>That Karen Chadwick be recognized for her long term contributions to the Gallery through the acquisition of an appropriate artwork.</p> <p>CARRIED</p>	<p>Holiday event –            Terrence Pochmurski</p> <p>Look for alternate location for 2013            Homes for the            Holiday event – TBD</p> <p>Look into how past            Board of Directors            were recognized –            TBD</p> <p>Recognize Karen            Chadwick for her long            term contributions            through the            acquisition of an            appropriate artwork –            All Board Members</p>
<p><b>5. APPROVAL OF THE            MINUTES</b></p>	<p>Moved by Sammy Lee            Seconded by Ernestine Tahedl</p> <p>That the October 9, 2012 Varley-McKay Art Foundation of Markham Minutes be approved as presented; and,</p> <p>That the Confidential October 9, 2012 Varley-McKay Art Foundation of Markham Minutes be approved as presented.</p> <p>CARRIED</p>	

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	<p>Moved by Edie Yeomans            Seconded by Paul Keeling</p> <p>That the November 13, 2012 Varley-McKay Art Foundation of Markham Minutes be approved as presented.</p> <p style="text-align: center;"><b>CARRIED</b></p>	
<p><b>6. DIRECTOR'S REPORT</b></p>	<p>Francine Périnet, Director, Varley Art Gallery, provided the Director's Report. An update was provided on the following Gallery initiatives: Gallery staffing; programs and exhibits in the works; the budget priorities; the building renovations; professional development; lectures and events; the permanent collection; and Gallery statistics for 2012. A copy of the report was circulated to the Committee.</p> <p>Special recognition was provided to IBM for extending its sponsorship with respect to providing free admission to the Varley until September 2013.</p> <p>It was recommended that the Thornhill Paint Company be approached as a potential sponsor of the Henderson Bridge Project.</p> <p>There was a suggestion to re-introduce the travelling Gallery gift shop.</p>	<p>Consider approaching the Thornhill Paint Company as a potential sponsor of the Henderson Bridge Project - Francine Périnet, Director, Varley Art Gallery</p>
<p><b>7. DEVELOPMENT OFFICER REPORT</b></p>	<p>Francesca Dauphinais presented the Development Officer Report. A copy of the report was circulated to the Board.</p>	

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<p><b>8. SUB-COMMITTEE REPORTS</b></p>	<p>A. <u>Art Acquisition Committee</u></p> <p>No report was provided.</p> <p>B. <u>Art Auction</u></p> <p>Paul Keeling requested that all Board of Directors commit to securing sponsorship for the art auction and to selling 10 tickets each. The goal was to have between 50 and 60 artworks included in the auction and to have approximately 30 items in the silent auction. The artworks will be presented in a catalogue and Stephen Ranger will be asked to be the Auctioneer at the event.</p> <p>C. <u>Sphere</u></p> <p>No report was provided.</p> <p>D. <u>Development Committee</u></p> <p>No report was provided.</p> <p>E. <u>Volunteer Committee</u></p> <p>No report was provided.</p>	
<p><b>9. FINANCIAL REPORT</b></p>	<p>A. <u>Review of Financial Statements</u></p> <p>Drew Gerrard presented the 2012 Financial Statements as of September 30, 2012.</p> <p>It was suggested that the Board focus on increasing its fundraising revenue.</p>	

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	<p><u>B. Donation Policy</u></p> <p>The Board reviewed the revised Donation Policy. The Clerk was asked to email the Board a clean copy of the revised policy.</p> <p>Moved by Drew Gerrard            Seconded by Edie Yeomans</p> <p>That the Board approved the revised Donation Policy as presented.</p> <p style="text-align: right;"><b>CARRIED</b></p>	<p>Email Board a clean copy of the revised Donation Policy –            Laura Gold</p>
<p><b>10. NEW BUSINESS</b></p>	<p><u>A. Development Officer Position</u></p> <p>The Board was advised that the Development Officer will be going on maternity leave in the summer of 2013. The Board will need to decide if the position will be temporarily filled during her maternity leave.</p> <p><u>B. Possible Meeting Date Change</u></p> <p>The Board discussed the possibility of changing the monthly meeting date back to the first Monday of the month, as some Board of Directors have a conflict with the current meeting schedule. The Committee Clerk was asked to survey the Board on this matter.</p> <p><u>B. Culture Plan Update</u></p> <p>John Ryerson, Director of Culture, reported the following:</p> <ul style="list-style-type: none"> <li>• Markham’s Culture Plan was approved by Council on December 10, 2012 (note: a copy of the plan will be circulated to the Board);</li> </ul>	<p>Decide whether to temporarily fill the position during her maternity leave - All Board Members</p>

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	<ul style="list-style-type: none"> <li>• Funding has been secured for phase 1 of the Stiver Mill restoration;</li> <li>• Once the Stiver Mill is restored it can only be used for non-commercial uses for a 6 year timeframe, as this is a condition of the government grant that was obtained to finance a portion of the project;</li> <li>• The City is currently obtaining input on Markham’s draft new Official Plan.</li> </ul> <p>Councillor Hamilton reported that Unionville Business Improvement Area (UBIA) is also coming forward with a strategic plan to revive Main Street Unionville. The UBIA will be looking for sponsorship of this initiative.</p>	<p>Circulate a copy of the City of Markham Culture Plan to the Board – John Ryerson</p>
<p><b>1) NEXT MEETING DATE</b></p>	<p>The next meeting of the Varley-McKay Art Foundation of Markham will be held on Tuesday, February 12, 2013 at 4:00 p.m. at the Art Gallery.</p>	
<p><b>2) ADJOURNMENT</b></p>	<p>The Board of the Varley-McKay Art Foundation of Markham adjourned at 5:55 p.m.</p>	

**Varley-McKay Art Foundation of Markham - Action Item Tracking**

No.	Action Item	Meeting Date	Responsibility of Staff/Committee Member	Meeting Date to be Completed By	Status
1.	Develop a broader strategy for selling tickets/supporting fundraising events	June 19, 2012	Development Committee	On-going	
2.	Publicize the number of patrons that visited the Gallery free of charge	June 19, 2012	Development Officer	February 12, 2013	<a href="#">Completed</a>
3.	Look for a sponsor to waive the Gallery admission fee for a period of time from October 2013 and in 2014.	June 19, 2012	Development Committee	On-going	
4.	Report back on the required changes to By-Law No. 1 based on the new legislation	October 9, 2012	Lisa Riegel	March 13, 2013	
5.	Report back on meeting with ITS regarding the volunteers software	January 8, 2013	Development Officer	February 12, 2013	<a href="#">Completed</a>
6.	Establish a protocol for sending thank you notes to all three culture Boards.	October 9, 2012	John Ryerson	February 12, 2013	
7.	Look for sponsorship opportunities	October 9, 2012	All Board Members	On-going	
8.	Purchase small gift for Beverley Kelly as a token of appreciation	October 9, 2012	Development Officer/ Terrence Pochmurski	February 12, 2013	<a href="#">Completed</a>
9.	Schedule Development Committee meeting to discuss strategy for increasing sponsorship and ticket sales for Foundation events	October 9, 2012	Patty Loveland	February 12, 2013	
10.	Focus on generating more revenue	October 9, 2012	All Board Members	On-going	
11.	Appoint a Chair to the Homes for the Holiday event	October 9, 2012	All Board Members	February 12, 2013	
12.	Recognize Karen Chadwick's by purchasing an artwork in her name.	October 9, 2012	Sid Karsh and Terrence Pochmurski	February 12, 2013	



No.	Action Item	Meeting Date	Responsibility of Staff/Committee Member	Meeting Date to be Completed By	Status
13.	Review the memo prepared by Lisa Riegel, Assistant City Solicitor, regarding filling Board vacancies.	November 13, 2012	Terrence Pochmurski	February 12, 2013	<a href="#">Completed</a>
14.	Set up Development Committee meeting.	November 13, 2012	Patty Loveland	February 12, 2013	
15.	Appoint a new Chair to the Development Committee	January 8, 2013	All Board Members	February 12, 2013	
16.	Email the Chair the memo prepared by Lisa Riegel on filling board vacancies	January 8, 2013	Laura Gold	February 12, 2013	<a href="#">Completed</a>
17.	Suggest improving the exterior lighting of the McKay House to a resident who may sponsor this initiative	January 8, 2013	Patty Loveland	February 12, 2013	<a href="#">Completed</a>
18.	Look for alternate location for 2013 Homes for the Holiday event	January 8, 2013	TBD	February 12, 2013	<a href="#">Completed</a>
19.	Look into how past Board of Directors were previously recognized	January 8, 2013	TBD	February 12, 2013	
20.	Consider approaching the Thornhill Painting Company as a potential sponsor of the Henderson Bridge Project -	January 8, 2013	Francine Périnet	February 12, 2013	<a href="#">Completed</a>
21.	Decide whether to temporarily fill the Development Officer position during her maternity leave	January 8, 2013	All Board Members	February 12, 2013	
22.	Circulate a copy of the City of Markham Culture Plan to the Board	January 8, 2013	All Board Members	February 12, 2013	<a href="#">Completed</a>
23.	Email a clean copy of the revised Donation Policy to the Board	January 8, 2013	All Board Members	February 12, 2013	<a href="#">Completed</a>