

**FOURTH MEETING OF THE YEAR 2012 -
FLATO MARKHAM THEATRE ADVISORY BOARD
TOWN OF MARKHAM**

**Canada Room, Markham Civic Centre
Monday, May 28th, 2012**

MINUTES

ATTENDANCE:

Present:

John Tidball, Chair
David Banfield, Vice-Chair
Christiane Bristow
Alex Chiu
Suzette James
Jim Jones
Susan Logue
Stephen Mathieu
Ronald Minken
Karen Toon

Staff:

Scott Hill
Eric Lariviere
John Ryerson
Debbie Watson

Regrets:

Neil Fernandez
Jennifer Kah
Arun Mathur
Maria Shambare
Wendy Woof-Severn
Bonnie Armstrong

The meeting convened at the hour of 5:30 p.m. with John Tidball in the Chair.

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- thank you for attending

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

3.1 ADOPTION OF THE MINUTES OF THE MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETING HELD ON APRIL 2ND, 2012

RECOMMENDED: THAT THE MINUTES OF THE MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETING HELD ON APRIL 2ND, 2012, BE ADOPTED AS CIRCULATED.

4.0 BUSINESS ARISING FROM THE MINUTES

5.0 GENERAL MANAGER'S REPORT: Items Arising

- media coverage expansion – Caribbean newspaper
- very good start to the subscription campaign; sales are encouraging

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 Advisory Board New Terms of Reference

It was

Moved by David Banfield
Seconded by Ron Minken

THAT the revised Theatre Advisory Board Terms of Reference be approved as shown in Appendix "A" attached hereto.

Resolution carried.

6.2 Theatre Rental Business Update

- Scott Hill gave an extensive presentation of the theatre rental business
- Rental is a large operation as far as number served, participants, etc.
- Demand for using the Theatre is very high, interesting to analyze turn-aways; who's not getting access? It might be good to review, and estimate loss of opportunities and revenues; any idea of revenue loss?
- Tracking turn-aways not tracked in the past but has been in the past year.

7.0 WORKING COMMITTEE REPORTS

7.1 Discovery Committee – Karyn Toon, Chair

- Great dialogue at first meeting
- The committee wants to create a list of things that can be delivered in 2012-2013, have set up monthly meetings
- At the next meeting, each member will decide which project they want to be involved in

7.2 Sponsorship Committee – Ron Minken

- The committee also had a good meeting
- Reviewed past sponsors
- Developed a strategy session re contacts; more effective to go in pairs rather than alone
- Who has a contact at the company rather than cold-calling
- Goals and targets in place; local companies or local offices
- Will be very active during the next few months as the Theatre plans to produce a single ticket brochure at the end of the summer, early fall
- Great way to get sponsors now

8.0 TASK FORCE REPORTS

8.1 Gala Task Force – Stephen Mathieu

- The committee has set the goals for 2012 – financial objective is \$100K; up from \$75K last year
- New budget suggests to reduce costs with due to lower artist fee and production costs
- Add three more tables to increase the reception numbers to 230, higher auction revenues is also anticipated.

8.2 Circle of Stars Task Force – Suzette James, Chair

- Number of gifts at the end of the first two weeks up 37 over last year with a dollar value also up by over \$4,300
- The goal was to increase numbers; goal was met
- We hope all board members will become theatre members of Circle of Stars

8.3 Volunteer Task Force – Suzette James, Chair

- Four key areas:
 - in what capacity do we currently use volunteers
 - how do we currently recruit and manage volunteers
 - how do we ‘recognize’ their contribution
 - what monetary value do we place on existing volunteers
- Currently 3 stage crew, 1 marketing, front-of-house, and volunteers for specific events
- Good but small core group
- First Q 2012 – 1,300 hours of time
- See if we can build, manage and sustain

9.0 NEW BUSINESS

10.0 DATE OF NEXT MEETING

- Monday, June 25th, 2012
- 5:30 pm – 7:00 pm
- Canada Room, Markham Civic Centre

11.0 ADJOURNMENT

THEATRE ADVISORY BOARD, MARKHAM

Composition:

The Board shall be comprised of **fourteen (14)** voting members: **eleven (11)** of which shall be from the community; up to two (2) members of Markham Council; and one (1) representative from the York Region District School Board - the Principal of Unionville High School. In addition, the Board will also have various ex-officio members. They will have a vote when in attendance at meetings and will include: the Mayor; the Deputy Mayor and School Board Trustee.

Term of Office:

Members will serve a ~~three~~ **two (2) or four (4)** year term, ~~staggered so that no more than two community members will retire in any given year.~~ Community members are able to serve for additional term(s), but must reapply through the normal appointment process.

Functions:

- ~~develop~~ **To advise and engage in the development and implementation of the Theatre Strategic Plan and the** annual business plan;
- ~~review annual operating and capital budgets developed by staff~~
- ~~monitor the business results and key performance indicators~~
- ~~assist staff~~ **To participate** in raising funds for the Theatre through sponsorship, fundraising and special events;
- **To** assist staff in increasing awareness and the profile of the Theatre in community;
- ~~advise,~~ **To** make recommendations and update Markham Town Council on any matters with regard to the Markham Theatre and its operations.

Remuneration:

None

Frequency of Meetings:

Must meet a minimum of six times in a year, usually the fourth Monday of each month at 5:30 p.m.

-
- as per Council resolution of February 12, 2008 (from 11 to 12 in total)
 - as per Council resolution of December 1, 2009 (from 2 to “up to 2”)
 - December 15, 2009- Terms amended on an interim basis to include 10 members of the public until November 30, 2010
 - December 13, 2011 – Terms amended on an interim basis to include 11 members of the Public