

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

**Canada Room, Markham Civic Centre
Monday, April 2nd, 2012**

MINUTES

ATTENDANCE:

Present:

John Tidball, Chair
David Banfield, Vice-Chair
Christiane Bristow
Alex Chiu
Neil Fernandez
Suzette James
Jennifer Kah
Arun Mathur
Ronald Minken
Maria Shambare
Karen Toon
Ada Yeung

Staff:

Bonnie Armstrong
Scott Hill
Eric Lariviere
John Ryerson
Debbie Watson

Regrets:

Jim Jones
Susan Logue
Stephen Mathieu
Wendy Woof-Severn

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

- Scott Hill's rental report to be held over to the next meeting

2.0 DECLARATION OF PECUINARY 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 MARCH 5TH, 2012

RECOMMENDED: THAT THE MINUTES OF THE MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETING HELD ON MARCH 5TH, 2012, BE ADOPTED AS CIRCULATED.

4.0 BUSINESS ARISING FROM THE MINUTES

5.0 GENERAL MANAGER'S REPORT: Items Arising

- Eric will hold a finance workshop on Thursday, April 26th at 8:00 am in the theatre lobby
- February activity report –
 - 35 events, 31 performances in 2012
 - 30 events, 21 performances in 2011
 - attendance to date in 2012 = 14,065 vs. 11,729 in 2011
 - last 11 days of March extremely busy; 6 days with multiple events
- Manager's Report attached as information
- No other questions or items discussed

6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

6.1 2012-2013 Season Program

- Eric presents the 2012-13 Season (slide presentation outlining shows): qualified as a "crowd pleaser" program, with high quality, diversity and variety; the goal will be to sustain and consolidate the programs - which have been repositioned and expanded in the past two years.
- Many community groups returning next season

6.2 Season Launch Format

- The announcement of the season will be presented in two distinct events:
 - May 1st, noon to 2:00 pm – media launch with lunch on stage with very specific targets – Star, Globe, CBC, TV, etc., would like participation of the board members, Councillors and artists at each table; primary role will be to act as ambassadors
 - May 7th – public season launch with a major showcase of artists, ticket sales will open then

6.3 Flato Development Naming Rights

- Was adopted at General Committee today and move forward for the vote at Council tomorrow
- Flato has been presenting sponsor for the last three years
- the estimated investment will be at least \$820K by the end of 10 years
- This is the first major building named in town, this is a positive move for the Theatre and culture
- The consultant hired by the Town provided an evaluation of annual value = \$85K
- The 2012-2013 season is therefore available for a new presenting sponsor, value evaluated at 450K.

6.4 Branding the Professional Entertainment Season

- With the renaming of the building, with the necessity to align another private corporation with the professional season, and the need to crystallize the identity of the professional programs, it is proposed that the Theatre professional entertainment season to be called “Diamond Series”
- Discussion: “brilliance” the first word that comes to mind; problem with word “series” vs. sponsorship category?
- Staff will review before season launch

6.5 Volunteer Program

- It is suggested by David Banfield that, part of the Strategic Plan, it is a goal to enhance and expand the Theatre volunteer program
- Discussion:
 - The Theatre used to have a Volunteer Committee and it would be beneficial to create a standing committee
 - We need to define what the committee would do; role, in line with other venues in the town;
 - As it stands, the volunteers primarily act through customer service – front-of-house
 - The important challenge of a well managed program is that with the actual resources (currently stretched to the limit), and it is important that we define, in the future, a comprehensive program
 - Best practice suggest that one paid person who works with volunteers and supported by a lead volunteer with significant availability to lead, supervise, recruit and motivate the volunteers and program
 - The theatre doesn't currently have the resources and there is a concern that it will be done right; may be too early; think about for next year?
 - Conflict with the union does not appear to be an issue
 - The program would allow better community engagement
 - It is proposed to form a task force (from board) with the purpose of defining the role of such a committee, check models at other theatres and then devise a plan
 - Not just a source of labour; need corporate volunteers as well
 - Might be a mistake to not do anything because we may never have time, and we don't know what opportunities might be created

- David Banfield (as chair), Christiane Bristow and Maria Shambare agreed to be on a new task force

It was

Moved by David Banfield
Seconded by Suzette James

THAT the following people be appointed to the Markham Theatre Advisory Board Working Committees and Task Forces:

PES Sponsorship Committee

Neil Fernandez, Chair
Councillor Alex Chiu
Jennifer Kah
Ronald Minken
John Tidball
Eric Lariviere
Wendy Woof-Severn

Discovery Committee

Karyn Toon, Chair
Maria Shambare
Arun Mathur
Christiane Bristow
Stephen Mathieu
John Tidball
Eric Lariviere
Wendy Woof-Severn

Gala Task Force

Jennifer Kah, Chair
Neil Fernandez
Maria Shambare
Stephen Mathieu
Ronald Minken
John Tidball
Eric Lariviere
Wendy Woof-Severn

Circle of Stars Task Force

Suzette James, Chair
Arun Mathur
Christiane Bristow
Doreen Wokrina
John Tidball
Eric Lariviere
Wendy Woof-Severn

Volunteers Task Force

David Banfield, Chair

Christiane Bristow

Maria Shambare

John Tidball

Eric Lariviere

Wendy Woof-Severn

Resolution Carried.

7.0 WORKING COMMITTEE REPORTS

7.1 Discovery Committee – Karyn Toon, Chair

- The committee has to set a meeting date
- Will spend time re background work, need to establish a mission for the committee, goals – build partnerships to engage the community; needs to be funded

7.2 Sponsorship Committee – Neil Fernandez, Chair

- no report at this time

8.0 TASK FORCE REPORTS

8.1 Gala Task Force – Jennifer Kah, Chair

- no report at this time
- very important that all groups work closely together
- suggest Chairs, Eric Lariviere and John Tidball meet to compare notes

8.2 Circle of Stars Task Force – Suzette James, Chair

- Have had our first meeting
- Fundraising goal of \$20,000
- Two new support levels - \$500 Shooting Stars and \$1,000 Corporate Circle
- Will be meeting the third Thursday of each month

It was

Moved by Suzette James

Seconded by Jennifer Kah

THAT the Shooting Stars and Corporate Circle support levels be approved.

Resolution carried.

9.0 NEW BUSINESS

10.0 DATE OF NEXT MEETING

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

11.0 ADJOURNMENT

- 7:00 pm