

FIFTH MEETING OF THE YEAR 2012
FLATO MARKHAM THEATRE ADVISORY BOARD
TOWN OF MARKHAM

Canada Room, Markham Civic Centre
Monday, June 25th, 2012

MINUTES

ATTENDANCE:

Present:

John Tidball, Chair
David Banfield, Vice-Chair
Alex Chiu
Suzzette James
Stephen Mathieu
Arun Mathur
Maria Shambare
Karen Toon

Staff:

Scott Hill
Eric Lariviere
John Ryerson
Debbie Watson
Wendy Woof-Severn

Regrets:

Christiane Bristow
Neil Fernandez
Jennifer Kah
Ronald Minken
Maria Shambare
Wendy Woof-Severn
Ada Yeung
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

- Last meeting before the summer break but subcommittees will continue to meet
- Susan Logue, UHS, promoted so will no longer be on the board.

2.0 DECLARATION OF PECUINARY INTEREST

- None declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

4.0 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 MAY 28TH, 2012, BE ADOPTED AS CIRCULATED.

5.0 BUSINESS ARISING FROM THE MINUTES

6.0 GENERAL MANAGER'S REPORT

6.1 Items Arising

- important meeting with the Mayor next week in relation to Discovery, Gala and Sponsorship Committee projects
- youth camps start Monday, July 2nd, and are full
- currently organizing the first Dance Forum; goal is to find strategies and actions that will bring various dance sectors together, and to develop the discipline and the audience – creating a model for the region
- ticket sales \$5K over last year; ticket sales budget = \$616K
- focused on direct marketing
- financial results on par; projections – on track to reach our annual goal

6.2 Theatre Marketing Plan Update

- Wendy Woof-Severn gave a detailed report
 - do we analyze returns for our media efforts?
 - Jazz FM – 500 new customers for the first year
 - more work to do to analyze data
 - WagJag successful but depends on the show; tends to be last minute
 - grow web base by 30%
 - develop social media programs
 - videos for all shows on web site
 - need a dynamic web site; web is a whole new world
 - need to find ways to simplify ticket sales on line
 - trying to find a web marketing company to partner with
 - need to optimize town portal; are tied to a specific portal program, making it difficult to update; incredibly time-consuming

- capital project for accessibility – will significantly increase wheelchair spaces; will add complete coverage with handrails on aisles; budget still have to be approved/accessibility very important and a priority of the corporation
- Capital projects: seats replacement is planned for summer of 2013
- will be looking at other ticket software providers; are currently in a contract with TixHub
- bundle all sponsorship ideals together to show to potential corporations, e.g. Markham Board of Trade
- find ways to help new Canadians know about opportunities
- development project: “Take Your Seat” campaign for \$1,000 – 10 years
- one year prior to 30th Anniversary
- board positively comment the quality of advertising in Markham’s paper

7.0 WORKING COMMITTEE REPORTS

7.1 Discovery Committee – Karyn Toon, Chair

- met in early June
- vision – to ensure that each elementary school child in Markham attend at least one matinee at no cost to them or to the schools
- will be meeting with the Mayor and CAO to discuss

7.2 Sponsorship Committee – Wendy Woof-Severn

- actively soliciting renewals
- want to get a lot finalized by mid-August for the new brochure

8.0 TASK FORCE REPORTS

8.1 Gala Task Force – Wendy Woof-Severn

- presently looking for a caterer; quotes have been sent out
- Kyle more Homes has purchased a table
- Solicitation ongoing

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

- average gifting \$91; up from last year
- should be able to reach goal of \$20K
- developing a Circle of Stars Donor wall

8.3 Volunteer Task Force – David Banfield

- looking at other “volunteer” models to determine which might suit the theatre
- will shortly find a workable plan

9.0 NEW BUSINESS

9.1 Culture Plan – John Ryerson

- plan will be going to Council in September

9.2 Recommendation – new working committee member

- Stephen Timms – either Sponsorship or Discovery
- should be invited to the meetings

10.0 DATE OF NEXT MEETING

- Monday, September 24th, 2012
- 5:30 pm – 7:00 pm
- Canada Room, Markham Civic Centre

11.0 ADJOURNMENT

- 7:15 pm