

VARLEY- MCKAY
ART FOUNDATION OF MARKHAM
Tuesday, March 13, 2012
4:00 P.M. – 6:00 P.M.

MINUTES

Attendance:

Board of Directors Present:

Councillor Don Hamilton, Karen Chadwick, Rosemary Donegan, Drew Gerrard, Susan Gray, Sid Karsh, Paul Keeling, Beverly Kelly, Patty Loveland, Terrence Pochmurski, 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:

Mahesh Chokshi, Sammy Lee, Edward Mariani and David Tsubouchi

Item	Discussion	Action
1. CALL TO ORDER OPENING REMARKS	The Varley-McKay Art Foundation of Markham convened at 4:05 p.m. with Terrence Pochmurski presiding as Chair.	
2. DISCLOSURE OF PECUNIARY INTEREST	No pecuniary interest was declared.	
3. CHANGES OR ADDITIONS TO THE AGENDA	There were no changes or additions to the agenda.	
4. APPROVAL OF MINUTES	The Board approved the new format of the minutes.	

Item	Discussion	Action
	Moved by Councillor Don Hamilton Seconded by Ernestine Tahedl That the Minutes from the February 8, 2012 Varley-McKay Art Foundation of Markham be adopted as presented. CARRIED.	
5. BUSINESS ARISING FROM MINUTES	<u>Update on Outstanding Donation</u> Councillor Don Hamilton reported that the outstanding donation of \$15,000 was brought to the attention of the Mayor and that the matter is being investigated further. A more comprehensive update will be provided at the April meeting. <u>Update of Providing the Development Officer with a Credit Card</u> John Ryerson, Director of Culture, reported that Markham is unable to issue a credit card to the Development Officer, as the Town only issues AMEX purchasing cards with strict limitations (e.g. liquor cannot be purchased with a purchasing card issued by the Town). There was a discussion on both the risks and benefits associated with the Development Officer being issued a credit card through the Foundation. It was noted that the Town has clear policies and procedures in place regarding the use of credit cards. Whereas, the Foundation does not. Councillor Don Hamilton and Francesca Dauphinais will discuss this matter further with Markham's Finance Department. Dependent on the outcome, the Board will then decide if it chooses to investigate issuing a credit card through the Foundation. <u>Kathleen McKay Lane</u> Councillor Don Hamilton reported that a local resident is protesting the name change of the laneway behind the Kathleen McKay House to Kathleen McKay Lane. The resident is suggesting that the laneway be named Robert Harrington Lane, after Robert Harrington, the original owner of the Planning Mill on Main Street Unionville.	Provide an update on the outstanding donation of \$15,000 – Councillor Don Hamilton Discuss with Finance the possibility of issuing a Credit Card to the Development Officer - Councillor Don Hamilton and Francesca Dauphinais

Item	Discussion	Action
	<u>Update on the Gallery Floor</u> Ms. Francine Périnet, Director, Varley Art Gallery, reported that the deficiencies on the first floor were being corrected at the cost of the contractor. It was noted that the climate at the Gallery was stable at between 20-22 Celsius and that the substantial completion of the second floor has been signed.	
6. DIRECTOR'S REPORT	Ms. Périnet, Director, Varley Art Gallery, provided her Director's Report. A copy of the report was circulated to the Board. There was a discussion on the possible acquisition of two artworks by Fred Varley. The estimated cost of the works is \$15,000-18,000 for first piece and \$90,000 to 125,000 for the second piece. It was noted that the Foundation currently has \$154,730 K to spend on art acquisitions and that \$28 K in investment income is allocated to this fund each year. The Art Acquisition Committee was suggested to explore the attractiveness of these artworks with the understanding that if these artworks are acquired it would take sometime to rebuild the fund. The Director of the Gallery was asked to forward pictures of the artwork to the Board.	Email picture of artworks being considered for acquisition to Board - Francine Périnet
7. SUB-COMMITTEE REPORTS	<u>A. Building and Long Range Planning Committee</u> There was no report on this item. <u>B. Art Acquisition Committee</u> There was no report on this item. <u>C. Homes for the Holiday</u> Ms. Karen Chadwick reported that the Homes for the Holiday Committee decided that it will not continue with a 2012 event. The following reasons were provided: attendee fatigue; designer fatigue; decline in ticket sales and revenue; and the labour intensity of the event for the return on investment.	

Item	Discussion	Action
	A similar event is being proposed to be held in the fall of 2012 with new leadership. The event would have a Thanks Giving theme and would include a home and garden tour. The anticipated revenue for the event is approximately \$110 K and the anticipated expenditures would be similar to the expenditures for the Homes for the Holiday event. Additionally, there is potentially at \$20 K sponsor for the event. The Board was asked for its input. Potential Chairs/Co-Chairs of the event were discussed. The Chair was asked to investigate whether the committee chair is required to be a Board of Director. There was a discussion on whether the reduction of the ticket cost would reduce the expectation of the ticket holder with respect to the food component of the event. The Board was in favour of the new event. D. <u>Art Auction</u> Mr. Paul Keeling provided an update on the Art Auction. It was reported that the catalogue was being proof read and prepared for print. Councillor Don Hamilton and the Chair were requested to provide their letters to be included in the catalogue. It was reported that most of the artwork was 100% donated this year and that Steve Ranger was confirmed as the auctioneer. There is a total of 63 artworks included in the Art Auction, noting some are none art related items. The Board was encouraged to continue to seek sponsors for the art auction. Small sponsorship amounts are welcome. The Development Officer will get permission to park cars in the courtyard.	Investigate whether the committee chair of the new event is required to be a Board of Director - Terrence Pochmurski Provide letter to be included in the Art Auction catalogue – Councillor Don Hamilton and Terrence Pochmurski Get permission to park cars in the courtyard – the Development Officer

Item	Discussion	Action
	E. <u>Sphere</u> Ms. Beverly Kelly reported that the goal of Sphere is to sell memberships and that the Gallery will help host its events. A Sphere membership will cost \$200 dollars and each event will cost approximately \$15 dollars. Mr. Keeling agreed to print 200 copies of the Sphere membership package. The Board was asked to provide Ms. Kelly with the contact information of individuals they feel may be interested in joining Sphere. The contact information would be used for a direct mail campaign. Moved by Beverly Kelly Seconded by Edie Yeomans That the Board approve the expenditure of \$1500 towards the Sphere events, subject to the Treasurers approval of the final budget. CARRIED. F. <u>Gala Committee</u> Ms. Susan Gray reported that the Gala event will be black tie optional and that tickets will be at \$150 dollars per ticket. The Gala Committee is in the process of: planning the event details; looking for sponsorship for the event; and contacting distinguished guest. It was recommended that the original donors to the Gallery be invited to the event. John Ryerson was requested to email the Art Director the donation list. G. <u>Development Officer's Report</u> The Board received the Development Officer Report.	Print 200 copies of the Sphere membership package – Paul Keeling Provide Beverly Kelly with the contact information of individuals who may be interested in joining sphere – All Board of Directors Consider inviting original donors to the Gallery to the Gala – Gala Committee Provide the Director of the Art Gallery with the donation list for the Gallery – John Ryerson

Item	Discussion	Action
8. FINANCIAL REPORT	Mr. Sid Karsh, Treasurer, presented the draft 2011 Financial Statements. It was noted that the Board's Signing Officer needs to be changed and that the donation policy needs to be reviewed and possibly changed by Council. It was decided that the donation policy will be reviewed at the next Art Acquisition Committee meeting. There was a discussion whether the policy should be consistent with the Federal Government's policy. The Board will approve the financial statements at the May 8 Board meeting and the Committee Clerk in consultation with the Chair will schedule the Annual General Meeting for a date in June. The Board reviewed the draft 2012 Business Plan. The following actions were noted: - Update the Business Plan to reflect the new Thanks Giving event; - Systematically review the condition of the Gallery's permanent collection on a rotating basis; - Present the Gallery Programs Plan for the next 3 years at the April Board meeting; - Generate more funds or moderate expenses as the General Fund is slowly be depleted. The Director of the Art Gallery clarified that a travelling art exhibit is more for the Gallery's recognition and to service the community than to generate revenue. There was a brief discussion on whether the Board should contribute towards the renovation of the Gallery kitchen and on cultivating art donations. The Board was requested to email any additional comments regarding the financial statements or business plan to the Treasurer.	Change the Signing Officer for the Board – Terrence Pochmurski and Sid Karsh Review Donation Policy – Sid Karsh and Art Acquisition Committee Approve the financial statements at May 8 meeting – Board Send the Chair possible dates for the AGM – Laura Gold Update Business Plan and present final version at the April Board meeting – Sid Karsh Present Gallery Programs Plan for the next 3 years at the April Board meeting – Art Director Investigate ways to raise more funds or moderate expenses - Executive

Item	Discussion	Action
		Committee Email comments regarding the financial statements/business plan to the Treasurer – All Board of Directors
9. NEXT MEETING DATE	The next meeting of the Varley-McKay Art Foundation of Markham will be held on Tuesday, April 10, 2012 at 4:00 p.m. at the Gallery.	
10. ADJOURNMENT	That the Varley-McKay Art Foundation of Markham Board Meeting adjourned at 6:47 p.m.	

Varley-McKay Art Foundation of Markham - Action Item Tracking

Action Item	Meeting Date	Responsibility of Staff/Committee Member	Meeting Date to be Completed By	Status
Meet with Susan Gray to review the sponsorship package	February 8, 2012	David Tsubouchi	April 10, 2012	
Provide an update on the outstanding donation of \$15,000	March 13, 2012	Councillor Don Hamilton	April 10, 2012	
Discuss with Finance the possibility of issuing a Credit Card to the Development Officer	March 13, 2012	Councillor Don Hamilton and Francesca Dauphinais	April 10, 2012	
Email picture of artworks being considered for acquisition to Board	March 13, 2012	Francine Périnet	April 10, 2012	
Investigate whether the committee chair of the new event is required to be a Board of Director	March 13, 2012	Terrence Pochmurski	April 10, 2012	
Provide letter to be included in the Art Auction catalogue	March 13, 2012	Councillor Don Hamilton and Terrence Pochmurski	April 10, 2012	
Change the Board's Signing Officer	March 13, 2012	Terrence Pochmurski and Sid Karsh	April 10, 2012	
Review Donation Policy	March 13, 2012	Art Acquisition Committee and Sid Karsh	April 10, 2012	
Send the Chair possible dates for the AGM	March 13, 2012	Laura Gold	April 10, 2012	

Action Item	Meeting Date	Responsibility of Staff/Committee Member	Meeting Date to be Completed By	Status
Update Business Plan and present final version at the April Board meeting	March 13, 2012	Sid Karsh	April 10, 2012	
Present Gallery Programs Plan for the next 3 years at the April Board meeting	March 13, 2012	Francine Périnet	April 10, 2012	
Investigate ways to raise more funds or moderate expenses	March 13, 2012	All Board of Directors	April 10, 2012	
Present the final version of the financial statements at the May 8 Agenda	March 13, 2012	Sid Karsh	May 8, 2012	
Get permission to park cars in the courtyard	March 13, 2012	Francesca Dauphinais	April 10, 2012	
Print 200 hundred copies of the Sphere membership package	March 13, 2012	Paul Keeling	April 10, 2012	
Provide Beverly Kelly with the contact information of individuals who may be interested in joining sphere	March 13, 2012	All Board of Directors	April 10, 2012	
Consider inviting original donors to the Gala	March 13, 2012	Gala Committee	April 10, 2012	
Provide the Director of the Art Gallery with the donation list for the Gallery	March 13, 2012	John Ryerson	April 10, 2012	