

**THIRD MEETING OF THE YEAR 2013 -
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM**

**Canada Room, Markham Civic Centre
Monday, March 25th, 2013**

MINUTES

ATTENDANCE:

Present:

John Tidball, Chair
David Banfield, Vice-Chair
Christiane Bristow
Alex Chiu
Neil Fernandez
Suzzette James
Jennifer Kah
Stephen Mathieu
Arun Mathur
Stephen Timms
Karyn Toon
Maureen Weaver
Ada Yeung

Staff:

Bonnie Armstrong
Scott Hill
Eric Lariviere
Debbie Watson
Wendy Woof-Severn

Regrets:

Jim Jones
Ronald Minken
John Ryerson

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

- fairly full agenda to get through

2.0 DECLARATION OF PECUNIARY INTEREST

- none declared

3.0 AGENDA REVIEW, ADDITIONS/CHANGES

4.0 ADOPTION OF THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETING HELD ON JANUARY 28TH, 2013

RECOMMENDED: THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETING HELD ON JANUARY 28TH, 2013, BE ADOPTED AS CIRCULATED.

5.0 GENERAL MANAGER'S REPORT

5.1 Items Arising

- Successful March break youth camp with surveys showing 90% respondents and 94% satisfaction rate
- summer youth camps sold out in 48 hours
- March Break Family program successful, partly to new marketing tactic using web resellers such as WagJag, proven positive for young family segment.
- many great shows upcoming to end the season
- asked to put \$70K favourable variance in endowment fund
- reduced by bad debts so to get approximately \$60K
- it is suggested that Board should send a letter to thank the City for their positive recognition

It was

Moved by Stephen Timms

Seconded by Stephen Mathieu

THAT a letter of thanks be sent to the appropriate City officials recognizing the transfer of a favourable variance in the amount of approximately \$60,000 to the Theatre Endowment (CIF and TEF).

Resolution carried.

6.0 PRIORITY ITEMS: PRESENTATION AND DISCUSSION

6.1 Election of Theatre Advisory Board Chair

It was

Moved by Alex Chiu

Seconded by Karyn Toon

THAT John Tidball be appointed Theatre Advisory Board Chair for the year 2013.

Resolution carried.

6.2 Election of Theatre Advisory Board Vice-Chair

It was
Moved by Alex Chiu
Seconded by Karyn Toon

THAT David Banfield be appointed Theatre Advisory Board Vice-Chair for the year 2013.

Resolution carried.

6.3 Strategic Priorities FY 2013 Business Plan

- Strategic Plan is the framework for the business plan
- capacity building is the major theme along with youth engagement

It was
Moved by David Banfield
Seconded by Christiane Bristow

THAT the Strategic Priorities FY 2013 be adopted as presented.

Resolution carried.

6.4 Creation of a Youth Engagement Plan Task Force

It was
Moved by Arun Mathur
Seconded by Karyn Toon

THAT following people be appointed to a Youth Engagement Plan Task Force:

- Arun Mathur
- Stephen Timms
- Karyn Toon
- David Banfield

Resolution carried.

6.5 2013-2014 Diamond Series Program Highlights

- impressive line-up; outstanding
- Discovery Program covers 2013 “Every Child Every Year” project

6.6 2013 Fundraising Plan Framework

- deferred to the next meeting

7.0 WORKING COMMITTEE REPORTS

7.1 Discovery Committee – Karyn Toon, Chair

- explained at what stage they are at
- continue outreach with Boards of Education
- getting ready to talk to potential corporate sponsors
- target prospect list is tabled by Arun Mathur
- ask is incremental - \$35K, \$55K, \$75K; over 4 years
- first right of refusal after 4 years
- hope to fully fund Grades 1 to 8 by 2017
- target prospects – companies in consumer marketplace
- vision – 10 year sustained plan

7.2 Sponsorship Committee – Neil Fernandez, Chair

- no report at this time

8.0 TASK FORCE REPORTS

8.1 Gala Task Force

- no report at this time

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

- season launch May 6th
- will be announcing two stars early
- become a Circle of Stars member and get tickets early
- people already calling the box office to join

8.3 Volunteer Task Force – David Banfield, Chair

- no report a this time

9.0 NEW BUSINESS

10.0 DATE OF NEXT MEETING

- Monday, April 22nd, 2013
- 5:30 pm
- Canada Room, Markham Civic Centre

11.0 ADJOURNMENT

- 6:50 pm