

**FIRST MEETING OF THE YEAR 2015 -
FLATO MARKHAM THEATRE ADVISORY BOARD
CITY OF MARKHAM**

**Canada Room, Civic Centre
Monday, January 26th, 2015**

MINUTES

ATTENDANCE:

Present

John Tidball, Chair
Councillor Alex Chiu
Eric Fagen
Arun Mathur
Ronald Minken
Billy Pang
Stephen Timms
Karyn Toon
Maureen Weaver

Staff

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

Regrets

Christiane Bristow
Anne Gilligan
Aleem Israel
Regional Councillor Jim Jones
Sophia Sun

The meeting convened at the hour of 5:35 p.m. with John Tidball in the Chair.

1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS

- Happy New Year!

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 ADVISORY BOARD MEETINGS HELD ON MONDAY, NOVEMBER 24TH, 2014.

RECOMMENDED: THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETINGS HELD ON NOVEMBER 24TH, 2014, BE ADOPTED AS CIRCULATED.

5.0 INTRODUCTION OF NEW BOARD MEMBER

- welcome to Billy Pang, newly elected York Region School Board Trustee

6.0 APPOINTMENTS

6.1 2015 Theatre Board Chair

Moved by Karyn Toon
Seconded by Alex Chiu

THAT John Tidball be appointed Theatre Advisory Board Chair for the year 2015.

Carried unanimously.

6.2 2015 Theatre Board Vice-Chair

Moved by Arun Mathur
Seconded by Alex Chiu

THAT Karyn Toon be appointed Theatre Advisory Board Vice-Chair for the year 2015.

Carried unanimously.

7.0 GENERAL MANAGER'S REPORT - ITEMS ARISING

- Marnie Mandel, Discovery Program Coordinator, has left for a full-time job in Mississauga
- recruitment activated; may take six to eight weeks to fill
- outdoor Pan Am festival July 11-19
- Chris MacBride is production manager
- chance to volunteer; will need a team
- very small budget; major acts on the weekend with local and regional talent in between
- family entertainment during the day

- key dates for 2015
 - May 6 – 2015-2016 season announcement
 - May 11th – public season launch
 - Summer 2015 – Pan Am /Parapan Games; Markham Global Fest
 - October 15th through 18th – 30th Anniversary celebrations
- it is expected that the 2015 budget will be the same as 2014
- ECEY still at Power Stream; going to their next meeting in April
- very happy with the 2014 Discovery attendance – 6,303 in total

8.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION

8.1 Governance 2015

- current board terms extended until replaced
- if you know of anyone who wants to apply, please submit their names
- the information meeting on the 22nd was well attended and there was interest in the theatre advisory board
- need to revise the current committees and tasks for the February meeting

8.2 Planning for Strategic Plan 2016-2020 and Brand Review

- last year of the current plan; need to do 2016-2020
- makes sense to do in 2nd quarter and present to Council in June
- review the business plan at the next meeting
- also brand review and brand identity
- need to find the cash – up to \$75,000 from the Endowment Fund for both hiring a consultant and the brand review
- no capital budget to pay for it
- using professionals is necessary
- would like to know what it looks like before voting on using the funds
- how we identify ourselves to the world
- to wait would delay the request going to Council
- need a clearer market position in the community
- need to do the Strategic Plan before the brand review
- require data analysis; the best intelligence is going to come from outside interviews
- also calls for clear objectives and deliverables
- look at governance structure and foundation idea

Moved by Ron Minken
Seconded by Eric Fagen

THAT Council approve the use of up to \$75,000 from the theatre Endowment Fund for the hiring of a consultant to assist with the preparation of the 2016-2020 Strategic Plan, along with a brand review, which sum would be reimbursed through any positive variance to theatre revenue/expenditures throughout 2016 to 2020.

Carried.

8.3 Presentation of Cultural Study “Culture Track 2014”

- Eric gave a synopsis of the study, which was done to understand what is really driving or discouraging cultural participation along with current behavioral trends.

9.0 WORKING COMMITTEE REPORTS

9.1 Discovery Committee – Karyn Toon, Chair

- nothing to report at this time

9.2 Sponsorship Committee – Ron Minken, Chair

- nothing to report at this time

10.0 TASK FORCE REPORTS

10.1 Gala Task Force – Christiane Bristow, Chair

- thanks to everyone for your help
- best results yet; good news story
- will meet in February to review for the 2015 gala
- sponsor tables usually manage to send people
- becoming the premier fall event
- increase the price for the 30th? bring idea to this committee and the 30th Anniversary Committee

10.2 Volunteer Task Force – Arun Mathur, Chair

- nothing to report at this time

10.3 Youth Engagement Plan Task Force – Stephen Timms, Chair

- need to get onto an agenda at a UHS school council meeting
- may wait until there is a new Discovery Program Coordinator

10.4 30th Anniversary Task Force – John Tidball, Chair

- nothing to report at this time

10.5 Foundation Task Force, Aleem Israel, Chair

- nothing to report at this time

11.0 NEW BUSINESS

12.0 DATE OF NEXT MEETING

- Monday, February 23rd, 2015, 5:30 p.m.
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13.0 ADJOURNMENT

- 7:15 pm