

**NINTH MEETING OF THE YEAR 2014 -  
FLATO MARKHAM THEATRE ADVISORY BOARD  
CITY OF MARKHAM**

**Flato Markham Theatre Lobby  
Monday, November 24<sup>th</sup>, 2014**

**MINUTES**

**ATTENDANCE:**

**Present**

John Tidball, Chair  
Christiane Bristow  
Councillor Alex Chiu  
Anne Gilligan  
Aleem Israel  
Regional Councillor Jim Jones  
Arun Mathur  
Ronald Minken  
Sophia Sun  
Stephen Timms  
Karyn Toon

**Regrets**

Eric Fagen  
Suzzette James  
Maureen Weaver  
Ada Yeung

**Staff**

Eric Lariviere  
Debbie Watson  
Bonne Armstrong  
Scott Hill  
Moe Hosseini-Ara

**Guests**

Marnie Mandel

The meeting convened at the hour of 4:30 p.m. with John Tidball in the Chair.

## **1.0 CALL TO ORDER AND CHAIR'S OPENING REMARKS**

- last meeting of the year
- two very successful events recently
- the Gala was fantastic
- Inti-Illimani one-week long residence was very positive; the last Friday evening performance was extraordinary
- Spanish people loved it; couldn't believe that this group of musicians had been invited

## **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, OCTOBER 27<sup>TH</sup>, 2014.**

**RECOMMENDED:** THAT THE MINUTES OF THE FLATO MARKHAM THEATRE FOR PERFORMING ARTS ADVISORY BOARD MEETINGS HELD ON OCTOBER 27<sup>TH</sup>, 2014, BE ADOPTED AS CIRCULATED.

## **5.0 GENERAL MANAGER'S REPORT – ITEMS ARISING**

- operations similar to last year
- more Discovery participation/attendance
- more outreach due to ECEY and camps
- new summer camp for 4 to 5 year olds – Kinder Theatre
- marketing in transition: PR now in-house; Digital marketing will be
- financials should be close to budget
- Discovery report (Marnie Mandel):
  - artist in residence quite successful; Inti Illimani at numerous locations; shaking things up by taking them to libraries (usually quiet spaces); people can like music you're not necessarily familiar with; connected with Latin and Chilean cultures; 150 people at one event and many came to the Friday night show as a result
  - residencies meet the values of the Strategic Plan
  - got a lot of new publicity and new customers; developed partnerships
  - ECEY – some incredible success; however, getting interest from schools requires work; need an attitude shift in the community; going to have a teachers' night to find out what they want to see; very difficult to get into the schools; how can we get before the teachers? This could be discussed at the next ECEY meeting
  - grateful for the support from IBM ; how do we send them the results? most effective if Stephen Timms sends a summary with a press report and clippings; get a copy of the photo that was in the Markham paper.

## **6.0 PRIORITY ITEMS – PRESENTATION AND DISCUSSION**

### **6.1 Assessment of Foundation/non-profit Business Model – A. Israel**

- advantages and disadvantages
- Varley and museum have foundations
- gallery gets nothing for grants; museum got a grant last year for \$30K
- lot won't give to a municipality
- neither have actively looked for money; both seem to be lacking cohesion
- sponsorship side would still be through the theatre
- charitable foundation for projects such as ECEY
- many models are extremely successful
- sponsorship side would still remain
- would open a new funding source
- would also have access to grants that we don't currently have access to
- setup cost plus year audit cost - \$2,500
- need to know reporting requirements
- how would City view separation?
- benefits in terms of operating
- not working very well at museum and gallery
- CRA will ask what the mission
- very broad as to what you can do, e.g. Tim Horton's timbits hockey
- could community rentals with subsidized rates count?
- shared resources not allowed between charity and sponsorship
- don't think the City would see it as a negative
- would someone rather donate to a sponsorship or a charity?
- defer to next year – strategic plan 2016-2020?
- do inventory re activities

It was

Moved by Arun Mathur  
Seconded by Ron Minken

THAT the Markham Theatre Advisory Board create a Foundation Task force which shall be chaired by Aleem Israel.

Carried.

## **7.0 WORKING COMMITTEE REPORTS**

### **7.1 Discovery Committee – Karyn Toon, Chair**

- nothing to report at this time

### **7.2 Sponsorship Committee – Ron Minken, Chair**

- ECEY – received \$5,000 from Allstate
- pursuing a number of active leads
- recognition lunch with Weins in early February – 3<sup>rd</sup> or 5<sup>th</sup>

## **8.0 TASK FORCE REPORTS**

### **8.1 Gala Task Force – Christiane Bristow, Chair**

- elated with success
- goal of \$15K for silent auction and loot bags; final numbers not yet known; will be available at the next meeting
- volunteer students were amazing
- thanks to everyone for their help

### **8.2 Volunteer Task Force – Arun Mathur, Chair**

- nothing to report at this time

### **8.3 Youth Engagement Plan Task Force – Stephen Timms, Chair**

- nothing to report at this time

### **8.4 30<sup>th</sup> Anniversary Task Force – John Tidball, Chair**

- celebration October 14<sup>th</sup> through 18<sup>th</sup>
- gala to be on Saturday, October 17<sup>th</sup>
- involve community groups
- new live arts award to recognize outstanding contributions to live arts

## **9.0 NEW BUSINESS**

### **9.1 Theatre Advisory Board Appointments**

- Stephen Timms and Arun Mathur have reapplied
- Stephen Mathieu has resigned from the board
- process to ask for reappointment of John Tidball would go to the Appointment Committee
- there are big things ahead that will benefit from his expertise – the strategic plan, foundation, ECEY sponsorship
- think he is doing a superb job

It was

Moved by Karyn Toon  
Seconded by Stephen Timms

THAT the Board recommend to Council that John Tidball be reappointed to the Flato Markham Theatre Advisory Board for a three year term, ending November 30<sup>th</sup>, 2017.

Resolution carried.

## **9.2 York University**

It was

Moved by Ron Minken  
Seconded by Stephen Timms

THAT the letter received from Mamdouh Shoukri, President and Vice-Chancellor of York University thanking the board for it's support of the building of a York University campus in Markham Centre, be received.

Resolution carried.

## **10.0 DATE OF NEXT MEETING**

- Monday, January 26<sup>th</sup>, 2015, 5:30 p.m.
- location to be confirmed

## **11.0 ADJOURNMENT**

- 6:00 pm