



AGENDA
Board of Directors Meeting
Library Room

July 12, 2017

7:00 PM

Craig Mather, Chair

1	MOTION to Approve Agenda	All
2	MOTION to Approve Minutes of Previous Meeting (6A and 6C) (June 14, 2017)	All
3	Statements of Conflict of Interest	All
4	<p>Executive Director's Report</p> <p>Presentation on Canada 150 Art installation</p> <p>MOTION To approve the design concept for the Canada 150 Art Installation to be presented to the Town of Aurora</p> <p>MOTION To receive the Executive Director's Report</p>	Suzanne Haines Stephanie Nicolo and Ted Hammer
5	<p>Finance and Audit Committee</p> <p>MOTION To accept the Monthly Interim Financial Statements to May 31, 2017</p> <p>MOTION To receive the Finance and Audit Committee Update</p>	Eric Acker
6	<p>Fund Development Committee Update from Committee Chair</p> <p>MOTION To receive the Fund Development Update</p>	Maureen Campbell

7	Governance and Nominating Committee Update from Committee Chair MOTION To receive the Governance and Nominating Committee Update	TBD
8	Executive Committee Update from Committee Chair MOTION To receive the Executive Committee Update	Craig Mather
9	Other Business	All
10	Confirmation of next Meeting August 9 th , 2017 7PM	All

Aurora Cultural Centre
Fund Development Committee Meeting Minutes
July 7th, 2017
1:00 – 2:20pm

Board Members present: Damien Chan, Sharon Kelly, Craig Mather, John Gallo, Maureen Campbell, Karen Johnston

Staff: Suzanne Haines

Absent: Michael Kennedy

Welcome

Maureen Campbell gave a brief history of the past year on the Fund Development Committee. John Gallo, Maureen Campbell and Karen Johnston joined the committee in July 2016. At that time, Jamie MacDonald was the chair of the committee. Laura Schembri was the Executive Director during this period and Anuja Varghese was in a staff role that had been temporarily funded via a grant. Initially, the ACC was looking at hosting a fundraising event. The event was to be a fashion show and although the tickets were printed, none of the marketing materials had been published. The committee decided unanimously to pull the event because of the resource requirements to host such an event. The committee agreed to focus resources on pursuing corporate sponsorships.

Due to competing commitments, Jamie MacDonald resigned his position as Chair - leaving the committee officially in December. Maureen Campbell agreed to assume the vacant chair position and started focusing the team on a couple of key areas – the Friends of the Centre program and corporate sponsorships. Under Maureen Campbell’s direction, the committee and other Board members agreed to attend Cultural Centre events to talk about the status of the centre as a charity, informing attendees about the Friends of the Centre program and how individuals could benefit from the program.

In the spring, the committee asked that the whole Board provide their top 3 list of corporate contacts that the committee and Anuja Varghese could pursue. We had some success with this program - Muhklis Mutlag approached Rutherford Group and Craig Mather approached Fieldgate- both successfully secured sponsorships (2.5k and 5k respectively) via their contacts.

In April 2017, both Laura Schembri and Anuja Varghese resigned their roles and Jane Taylor took on Acting ED responsibilities.

Selection of Chair and Minute Taker

Karen Johnston has agreed to provide continuity for the Fund Development Committee by taking on the role of Chair. Maureen Campbell and John Gallo will transition off of the Fund Development Committee during late summer.

Moving forward the Fund Development Committee will have a rotating minute taker. Today’s meetings minute taker will be Karen Johnston.

Working Together Staff and Board Committee

Suzanne Haines has agreed to play a more active role in the Fund Development Committee and delegate to staff where appropriate. The key role for the committee members will be to reach out to corporate contacts, individual donors and

act as ambassadors to the community. It is important that committee members and Board members as a whole invite contacts to the center so that they may experience what the Aurora Cultural Centre has to offer. While the Board will usher in the relationships the role of the ask will primarily rest with staff unless Board members want to be part of that process. Damien Chan expressed interest in helping with cold calling and asking for funds.

The experience of the Fund Development Committee and Suzanne Haines (in her previous roles) has been that the selling cycle is approximately 12 – 18 months. It is important to keep in mind that months such as December, and July – August are difficult months to reach individuals regarding donations and support. Most of the leads that we will pursue over the summer and throughout the fall will be realized in 2018.

John Gallo noted that it is important to remember how much that we ask staff to take on. Given the breadth of their current responsibilities – it is difficult ask them to do more. Craig Mather agreed that John Gallo made a good point and a key directive from the strategy plan is that we will need to ask the town for additional funding to help support a fund development role within staff.

Suzanne Haines mentioned that the key to success with future fund development roles is to ensure there is sustainability in the role. This means that a support administrative role is preferred or funding the role at a level to retain qualified staff.

Karen Johnston mentioned that we need to make sure that we manage our existing relationships so that we don't get caught off guard like we did by Meridian sponsorship that was dramatically reduced. Craig Mather also mentioned that Apple Suites was somewhat dissatisfied with their sponsorship.

Suzanne Haines mentioned that a key to future sponsorship success will be to ensure all donors and sponsors receive stewardship in the form of thanks and follow-up to cultivate for the next cycle.

Follow Up:

John Gallo or Bonnie Kraft to introduce Suzanne Haines to Karin and Jeff at Apple Suites to thank them for sponsorship, ask for feedback and submit an invoice for their final year of their agreement.

Fund Development Action Plan

Campaigns Overview

Suzanne Haines gave a brief overview of the three specific kinds of campaigns that we currently run:

Corporate - This category includes sponsorships (both cash and in-kind) and donations. The key difference between the two are:

- Sponsorships: corporations received marketing benefits back
- Donations: corporations are issued a tax receipt for their gift
- In-Kind: In-Kind gifts are where a corporation supports us with products or services and does not charge us it. The in-kind program at the ACC is very small and is not reported in the financials.

Status YTD

Suzanne Haines and Maureen Campbell have worked closely over the past month to update the reporting on the Fund Development report as well as to thoroughly vet the current prospects report. The plan shows that the committee is going to finish the year very close to the updated forecast +1K. This is primarily due to the success of securing grants.

There is still \$7,000 in corporate support and \$4,000 in individual support to secure to achieve the 2017 Year End projected budget.

Current Leads Update

- Long and McQuade: Decided that the center is too far from Markham for them to receive any direct marketing benefits. They will likely look at offering up to 1k – in –kind.
- Prism Medical: Interested if there is a senior series that is developed and they would be primarily interested if Chartwell partners for the event.
- Investors Group: waiting for answer.
- Royal Park: We have a contact name for marketing- contact to go to Suzanne and her team.
- National Bank: Sent the initial proposal to the investment advisor at NB. Unfortunately due to her departure the proposal was never reviewed. Jane has the NB sponsorship form that is to be completed.
- Acura:
- Trend Boutique – Re-approach in 2018

ACTION ITEMS:

Suzanne Haines to complete the National Bank form

John Gallo/Bonnie Kraft and Suzanne Haines to visit Apple suites together to follow up on sponsorship for next year.

Suzanne to provide an updated list of inventory available for sponsorship.

Other Business

Committee to provide their list of potential leads – for remainder 2017 and 2018. Warm leads can be paired to current available inventory.

Strategy

Tabled until next meeting

Next Meeting Date: TBC – 2 hour meeting in the last week of July



Board of Directors – July 12, 2017

EXECUTIVE DIRECTOR'S UPDATE

Programs

Professional Live Performance Series

- June 7, 2017: Annual We'll Meet Again Community Sing-Along; lighter attendance this year, but still an important community engagement with seniors.
- June 9, 2017: John Sheard presents Russell deCarle. Sponsor: Craig & Nancy Mather; 120 tickets sold
- Staff have completed fall 2017 programming for the professional music series and are creating programming commitments for 2018.

Educational Programs

The following spring educational programs ended the first week of June:

- Abstract Art Through Time (Ages 4 – 6) Saturday 9:30 am – 11:00 am
- Colour Around Us (Ages 7 – 10) Saturday 11:30 am – 1:30 pm
- #Canada150 (Ages 11 – 15) Saturday 2:00 pm - 4:00 pm
- Drawing, Sketching, Pen & Ink with Khatcho (Ages 16+) Monday 6:30 pm – 8:30 pm

Summer camp staff began working in June to prepare for the camps that started July 3, 2017.

The following camps occur in July:

- Young Artist Studio (Ages 4-6) daily 9am-11:30am
- Mixed Media Mash-Up (Ages 7-12) daily 1-4:30pm
- Swords and Stage (Ages 8-14) July 10-14 & August 14-18 9am-4pm

Summer Staff attended Aurora Street Festival (June 4) and 2 Aurora Farmer's Markets (June 10 & 24) as part of camps outreach.

Gallery & Exhibitions

MOSAIC, Ontario Society of Artists 145th Anniversary, Group Exhibition Ways of Seeing – Free Events, Art Talks, Demos presented by members of the Ontario Society of Artists

- Wed May 31 - 6-7:30 pm with Anthony Batten-The Houses of Parliament Project, art talk and visual presentation
- Wed June 7 - 6-7:30 pm with Heidi Burkhardt - What is Plein-Air Painting & Oil Stick, demonstration

- Wed June 14- 6-7:30 pm with Carmel Brennan – How to interpret art?- walk and talk
- Wed June 21-6-7:30 pm with Clare Ross & Peter Dusek –The Fine Art Discipline of Photography, art talk

Total: 5 Artists as presenters in the gallery from April to June during exhibition and sale.
MOSAIC, Ontario Society of Artists 145th Anniversary

A Mile in Omar's Shoes, heritage exhibit continued to July 6

Community Partners / Rental events

The rentals program was very busy with both daytime and evening rentals. The following clients joined us in June 2017:

Aurora Community Band	Paul Lynham - Piano Recital
Bridal Shower (private rental)	Roger White Academy
Centre for Addiction and Mental Health	Society of York Region Artists
Dr. GW Williams - Music Awards	York Region Addiction Services
Edward Jones - Corporate	York Region Community & Health Services
IFTAR Community Dinner	York Region District School Board
Irina Poljakova - Piano Recital	York Region Environmental Services
Nathalie Tsoy - Piano Recital	York Region Transportation Services
Paskke Quartet	

Administration

- We are pursuing a relationship with CHOP FM in Newmarket for cultural radio programming to commence Fall 2017
- MP Leona Alleslev announced the Canada 150 grant given to the Aurora Cultural Centre for the Art Installation project. In attendance were Mayor Geoffrey Dawe, ACC Board members (Thanks Craig, Eric, Heidi, John, Wendy), and media
- We hosted a delegation from sister town, Leksand, Sweden on June 29th
- Young Canada Works contacted us indicating they still had funding. All 4 positions are now funded: 3 at 75% from Young Canada Works, 1 at 100% of minimum wage (Canada Summer Jobs).
- Staff attended Central Counties AGM on June 21, to hear of tourism initiatives in Headwaters, York and Durham.
- Program staff attended Ontario Presents Spring Retreat on June 28 to meet with other small venues as part of the new Community Presenters Network. Ongoing monthly phone meetings with this sub group planned, and hopefully some exchanges between the venues to share best practices.

Facilities

- Window sills painting and repair continue through July

- There was a leak in the upper bathroom. Town staff called contractors to investigate and resolve. Repairs were necessary to the walls and ceiling tiles once source was located.

Human Resources

- Ted Hammer, Community Arts Facilitator joined the ACC on a short term contract to build the Canada 150 Art Installation
- Alexandra (Ali) Martin, Camp Coordinator; Andrea Caceres, Senior Artist Animator; Charlotte Priddle, Senior Artist Animator; and Charlotte Reeves, Junior Artist Animator started working on our summer camps as temporary summer staff. Please say hi and welcome them if you see them in the building.

Community Connections/Artistic Events

- Met with Doug Nadorozny, Town of Aurora CAO
- Met with Samantha Rodin, Executive Director of York Regional Arts Council
- Met with Shawna White, Town of Aurora Curator
- Met with Al Downey, Town of Aurora Director of Parks, Recreation & Culture
- Met with Eric Lariviere, Flato Markham Theatre, Theatre Manager
- Attended the quarterly Aurora Cultural Roundtable Meeting with staff
- Attended Luminato in Toronto

Statistics

Artists shown in the Gallery for the Quarter: 93 for 2017 Q2

Visitors

June 2017 = **2178**

Growth of **8%** compared to the same month in 2016.

Volunteer Hours

June 2017 = **118**

This is an increase of 136% over the same time period in 2016. This is likely due to the two co-ops in June 2017 compared to one during the same time period the year before.

Respectfully Submitted by

Suzanne Haines
Executive Director