



AGENDA
Board of Directors Meeting # 11 /2016
Library Room

November 9, 2016

7:00 PM

Craig Mather, Chair

1	MOTION to Approve Agenda	All
2	MOTION to Approve Minutes of Previous Meeting (October 12, 2016 #9)	All
3	Statements of Conflict of Interest	All
4	Executive Director's Update Presentation of Executive Director's Board Update MOTION To receive the Executive Director's Update	Laura Schembri
5	Finance and Audit Committee Update from Committee Chair MOTION To receive the Finance and Audit Committee Update	Carol Mather
6	Fund Development Committee Update from Committee Chair MOTION To receive the Fund Development Update	Jamie MacDonald
7	Governance Committee Update from Committee Chair MOTION To receive the Governance Committee Update	Eric Acker

8	Executive Committee Update from Committee Chair MOTION To receive the Executive Committee Update	Craig Mather	
9	Joint Initiatives Committee Update from Committee Member MOTION To receive Joint Initiatives Committee Update	Laura Schembri	
10	Other Business	All	
11	Confirmation of next Meeting and Public Meeting – December 14, 2016 7PM	All	
12	Motion to Adjourn Meeting	All	



MINUTES
Board of Directors Meeting # 11 /2016
Library Room

November 9, 2016

7:00 PM

Craig Mather, Chair

Present: Craig Mather, Eric Acker, Bonnie Kraft, Maureen Campbell, Karen Johnston, John Gallo, Mukhlis Mutlag, Cllr. Jeff Thom, Executive Director: Laura Schembri

Regrets: Heidi Franken, Carol Mather, Cllr. Sandra Humfries

President Craig Mather recognized the resignation of Jamie MacDonald, and thanked him for his valuable contribution to the Board.

MOTION to Approve Agenda
Moved by: Karen Johnston
Seconded by: Maureen Campbell
CARRIED

MOTION to Approve Minutes of Previous Meeting (October 12, 2016 #9)
Moved by: Eric Acker
Seconded by: Mukhlis Mutlag
CARRIED

Statements of Conflict of Interest
None declared

Presentation of Executive Director's Board Update
Discussion of Year-end Forecast, and 2017 Budget

MOTION:
To approve the 2017 budget as presented, AND to approve that the 2017 budget be presented to the Town of Aurora on November 21st, 2016, and be made available to the public in the appropriate format.

Moved by: Mukhlis Mutlag
Seconded by: Eric Acker
CARRIED

MOTION:
To receive the Executive Director's year end forecast for 2016
Moved by: Bonnie Kraft
Seconded by: John Gallo
CARRIED

Fund Development Committee
Update from Committee Chair Maureen Campbell

MOTION

To receive the Fund Development Update

Moved by: Cllr Jeff Thom
Mukhlis Mutlag
CARRIED

Other Business

Cllr Thom will look into the possibility of including signage for the Centre in the Town's capital budget.

President Craig Mather and E.D. Laura Schembri will be presenting the 2017 budget and the 2016 year in review to Mayor and Council on November 21st 7pm at Town Hall

Confirmation of next Meeting and Public Meeting – December 14, 2016 7PM

Motion to Adjourn Meeting

Moved by: Jeff Thom
Seconded by: Bonnie Kraft
CARRIED

Minutes prepared by: Bonnie Kraft, Secretary

Craig Mather, President

Date

Bonnie Kraft, Secretary

Date

COMMITTEE UPDATE TO BOARD OF DIRECTORS

Committee: Fund Development

Board Meeting: Wednesday November 9, 2016

Fund Development Meeting October 25, 2016

Attendees: Karen Johnson, Maureen Campbell, Jamie McDonald, David Schembri, Laura Schembri, Anuja Varghese, John Gallo

Review of Volvo Sponsorship process:

- Laura and Anuja debriefed the Volvo sponsorship proposal process and the ideas discussed with Volvo to secure a \$10,000 sponsorship and gallery naming
- Volvo owner is interested in the Centre's patron demographic as potential clientele for Volvo and Mitsubishi dealerships.
- Creative, new strategies have been discussed with Volvo and awaiting the return of the Dealership Owner on Oct 28th to confirm sponsorship agreement and payment.
- Anuja to begin follow up and convey urgency to enable the launch of Volvo at the November 11th classic concert.

Review of the first Patron Donation Ask at the Barbara Lica concert on October 21st:

- It was agreed by Anuja and Maureen that the Friends of the Centre requires a simpler explanation of options when patrons visit the donation table for a brief moment during intermission.
- Furthermore, the Friends of the Centre requires an impassioned focus that moves patron's to action versus a fund for the operation of the Centre.
- Anuja and Maureen have agreed to look at more specific funding goals that may appeal better to patrons (e.g. free family programming)

Review Corporate Sponsorship prospect list for November and December:

- Despite positive indication from Volvo there is no financial commitment or project plan agreed to with the sponsor. Other options need to be considered as a potential replacement to Volvo to assist with achieving the re-forecasted fund development amount for 2016.
- Detailed discussion on the Centre's 3 primary demographics and key selling points to assist in identifying potential prospects. Anuja will summarize key metrics and messaging for the Board and Fund Development Committee to develop a larger prospect list.

- John Gallo and Karen Johnston volunteered for approaches to Mercedes Newmarket and BMW Newmarket to replace Volvo if necessary.
- Maureen volunteered to approach Investors Group Newmarket and John Gallo to approach Michael Angelos.

Corporate Sponsorship Activity since October 25th Committee Meeting

Oct 26 - Bonnie Kraft approached Mercedes Dealership for sponsorship opportunity.

Nov 1 – Initial meeting with Mercedes Dealership with Anuja Varghese and Bonnie Kraft

Nov 3 – Anuja and Laura looking for a Board member to repeat the Patron Ask on Friday I

Nov 4 – Maureen’s Investor Group contact will approach Investor Group Regional Manager with the caveat that they have primarily sponsored community healthcare in York Region. Contact unsure of appetite for sponsorship of the arts. Follow up Dec 1st.

Nov 7 – Volvo dealership owner and marketing team visited the Centre to finalize a sponsorship strategy for Volvo/Mitsubishi. Volvo wants to provide their final requirements on Tuesday Nov 8 but have determined that Mitsubishi will not be involved. Volvo has confirmed they want to begin in our busy Nov/Dec season.

Nov 7 – TD Bank has confirmed that their 50/500 payment is being processed at the corporate office and State Farm has accepted invoice for their \$2000 as of today.

Outstanding items

Nov 5 – Laura and Anuja looking for a Board member to do the Donation ask at the Nov 11th Classical Concert

Nov 7 – John Gallo has not been able to reach Michael Angelos owners to date however they are aware of his request for a meeting.