



HERITAGE TORONTO MINUTES

A meeting of the Heritage Toronto Board was held on Wednesday April 22, 2015, St. Lawrence Hall, 157 King St. E., 3rd floor meeting room

PRESENT: Kate Marshall, Chair John Belyea Jeffrey Clayman
 Ross Fair Tyler Greenleaf Andrew Himel
 Donald Loucks Barbara McPhail Peter Ortved
 Brent Pearlman Alexandria Pike Kevin Plummer

REGRETS: Patrick Forster Viviana Laperchia Paul Litt
 Tanzeel Merchant Mark Warrack
 Councillor Sarah Doucette Councillor Paula Fletcher
 Councillor Mary Fragedakis Councillor Mike Layton

ABSENT: Andrew Jeanrie Deborah Lechter

ALSO PRESENT: Francisco Alvarez, Executive Director
 Karen Czaniecki, Administrator
 Kaitlin Wainwright, Director of Programming
 Michelle Ridout, Plaques and Markers Coordinator

Kate Marshall called the meeting to order at 6:05 pm.

CONFLICT OF INTEREST

No conflict of interest was declared for the meeting on April 22, 2015.

CONFIRMATION OF MINUTES

HT15-15 ADOPTION OF MINUTES

Tyler Greenleaf **moved, seconded by** Brent Pearlman that the minutes of the meeting of the Board of Heritage Toronto on March 11, 2015 be adopted as circulated.

(carried)

CHAIR'S REPORT

1.1 Chair's remarks

Ms Marshall informed the Board that she has been advised by Peter Ortved, Chair of the Board Nomination Committee, that the interviews are almost complete. Eighty applications were received. Mr. Ortved said the applicants are strong and awareness of Heritage Toronto is very good. Mr. Ortved is confident that we will have an excellent Board.

Ms Marshall informed the Board that Councillor Paula Fletcher has been appointed to the Board. Ms Marshall and Mr. Alvarez are looking forward to meeting with Councillor Fletcher soon.

Ms Marshall congratulated all staff on the launch of the 2015 Heritage Toronto Tours brochure and asked that Board members sign up as Board rep for at least three tours.

COMMITTEE AND STAFF REPORTS

2 Executive Committee

Ms Marshall said that the Executive Committee will be reviewing Heritage Toronto's governing bylaws with the city. Changes that come out of that review will be presented to the city. Given how active Heritage Toronto's committees are, the Executive Committee will review appropriate timing and frequency to hold Board meetings. The Committee is also reviewing the Executive Director reporting process. This verbal report was received for information and discussion.

3 Executive Director

3.1 Report on Activities

Francisco Alvarez presented the Executive Director's report on activities. Mr. Alvarez highlighted a few items from his report. He is pleased to report that Nancy Luno has accepted a new position as Program and Special Events Coordinator. Also through the Grants Connect data base three new organizations are being approached for funding for the tours program. The City has confirmed that Heritage Toronto is allowed to sell ad space on our website. One ad has been sold to Haunted Walks.

Mr. Alvarez outlined his meeting with Larry Ostola, Director of Museum and Heritage Services about the proposed establishment of a Historian Laureate for the City of Toronto.

The report was received for information and discussion.

4 Audit and Finance Committee

4.1 Approval of the 2014 Year End Transfers (additional)

John Belyea, Chair of the Audit and Finance Committee informed the Board that since the previous Board meeting where the Board approved year end transfers, the Auditor has reviewed the books and requested an amendment. That amendment is to report the sponsorship received from RBC for the 2015 Black History Month programming in 2015. It had previously recognized in 2014. Mr. Belyea presented the report recommending the transfers to the Board for discussion and approval.

HT15-16 APPROVAL OF ADDITIONAL 2014 YEAR END TRANSFER OF FUNDS

John Belyea **moved, seconded by** Andrew Himel that the Heritage Toronto Board approves the following additional motion to transfer funds at the end of the 2014 fiscal year:

1. That the Board of Heritage Toronto authorize the transfer of the \$14,000 sponsorship received from RBC towards Black History Month program 2015 from the Operating Account (profit and loss statement 2014) to the Operating Account (profit and loss statement 2015)
2. As a result of Motion 1. That the Board of Heritage Toronto authorize the transfer of \$14,000.00 from Heritage Education Fund on the Balance Sheet to the Operating Account (Profit and Loss Statement 2014) to maintain the year end operating deficit at \$165.52.

(carried)

4.2 Heritage Toronto Financial Statements to March 31, 2015

Mr. Belyea presented the financial statements for the 1st quarter and noted that there is not a lot of financial activity in the first quarter, as our major programming is later in the year. Looking at the year to date we are on target and on budget.

The financial statements were received for information and discussion.

4.3 Minutes from Finance Committee meeting, March 9, 2015

Mr. Belyea presented the minutes from the Finance Committee meeting on March 9, 2015..

The minutes were received for information and discussion.

4.4 Policy re: Accepting Equities and Bonds for donation to Heritage Toronto

Mr. Belyea informed the Board that many charities accept equities and bonds in lieu of cash for donations. It can be very beneficial to the donor. The shares are given directly to the charity and the donor does not pay capital gains and receives a tax receipt for the amount received. This can be a great opportunity for Heritage Toronto.

Mr. Belyea presented the policies recommended by the Committee to guide the process of accepting equities and bonds for discussion and approval.

HT15-17 Policy re: Accepting Equities and Bonds for donation to Heritage Toronto

Mr. Belyea **moved, seconded by** Andrew Himel that the Heritage Toronto Board approves the following policy for the acceptance of equities and bonds as donations:

1. Heritage Toronto will accept securities and bonds as charitable donations for its activities, as well as for the Designated Agency Funds it holds on behalf of external partners, upon the creation of a Brokerage account at the bank;
2. Heritage Toronto will only accept securities and bonds that can be immediately liquidated;
3. Any security or bond received will be converted to cash as soon as possible after receipt; and,
4. A charitable tax receipt will be provided to the donor in the amount of the funds obtained from that sale, minus the trading fee.

(carried)

5 Fund Development Committee

Brent Pearlman, Chair of the Fund Development Committee gave a verbal update. The Committee did not hold a meeting since the last Board meeting. Mr. Pearlman advised that the approach to real estate companies to sponsor individual tours is ongoing.

Mr. Alvarez said that sponsorship is on track for the awards. All of the previous sponsors have been informed of the new gold, silver and bronze levels of sponsorship.

This verbal report was received for information and discussion.

6 Programming Committee

6.1 Jury Chairs departing from Heritage Toronto Board

Andrew Himel, Chair, Programming Committee presented the report recommending that a departing Board member who is currently chairing a jury continue as chair through the Board transition.

HT15-18 Jury Chairs departing from Heritage Toronto Board

Andrew Himel **moved, seconded by** Kevin Plummer that the Heritage Toronto Board allow a departing board member to continue in their role as jury chair for the 2015 Heritage Toronto Awards until that jury has made its recommendations to the Awards Working Group, which may be following the end of their term on the Heritage Toronto Board.

(carried)

6.2 Special Achievement Award

Mr. Himel recommended that the Board move In Camera to discuss the recommendations from the Committee for a Special Achievement Award.

HT15-19 IN CAMERA

Kevin Plummer **moved, seconded by** Ross Fair that the Heritage Toronto Board move In Camera (closed) to discuss potential recipients for the 2015 special achievement award.

(carried)

The Board came out of the In Camera session.

Both Brent Pearlman and John Belyea declared a conflict of interest with one candidate.

The Board accepted the short list of candidates recommended by the Programs Committee.

The decision was made to defer the vote to select the final candidate until the next meeting of the Board on June 24th. In the meantime more material about the candidates being considered will be distributed.

6.3 Role of Board Members on Tours

Mr. Himel asked Board members to sign up as Board representative on the tours listing that was circulated at the meeting. Mr. Himel stressed that it is a strong duty of Board members to go out on the tours, to thank those in attendance, thank the sponsors and introduce the tour leader. They can also promote membership to Heritage Toronto and be available as the tour progresses to speak with the public and get feedback. It gets easier the more tours you attend.

Mr. Himel also asked Board members to have their eyes open for ways to improve delivery of the tours.

The verbal report was received for information and discussion.

6.4 World Wars Commemorative Programming

Mr. Himel presented the report on the World Wars Commemorative Community Fund. There is an opportunity to apply for grants through Heritage Canada to support the development of world wars programming. Heritage Toronto has put together a grant application for \$44,500 to support the development of nine plaques, two new walking tours, three public presentations, and a digital app.

The report was received for information and discussion.

6.5 Programming Committee Minutes, February 24, 2015

Mr. Himel presented the minutes from the Programming Committee meeting on February 24th.

The minutes were received for information.

7 Plaques and Markers Committee

7.1 Approval of Nine Commemorative Plaque Subjects

Ross Fair, Chair of the Plaques and Markers Committee presented the Board with the Committee report recommending nine new commemorative plaques and detailed staff reports for each project for discussion and approval.

HT15-20 APPROVAL OF NINE COMMEMORATIVE PLAQUE SUBJECTS

Dr. Fair **moved, seconded by** Donald Loucks that the Board approve the following nine Commemorative Plaque projects:

- The Invention of the Incandescent Lightbulb
- The Anti-Greek Riots of 1918
- Toronto Women's Home Guard
- Canada Wire and Cable Company
- Toronto at Vimy
- Earlscourt and Toronto's Soldiers
- Toronto's War Horses
- Toronto's Reggae Roots
- Golden Lion Hotel

(carried)

7.2 Recent and Upcoming Plaque Unveilings

Dr. Fair presented a report listing the upcoming plaque presentations.

The report was received for information and discussion.

7.3 Minutes from Plaques and Markers Committee meeting, February 4, 2015

Dr. Fair presented the report from the Plaques and Markers Committee meeting held on February 4th. The minutes were received for information and discussion.

8 Marketing/Communications (MarComm) Committee

8.1 Marketing update

Kate Marshall presented the MarComm Committee report updating the Board on Tours promotion. Ms Marshall highlighted the new online Buzzfeed posting. Also new, we have recently pushed for Tripadvisor and Yelp reviews. Positive reviews will be used in sponsorship request decks, etc.

The Heritage Toronto Tours brochure will be inserted into the next Canada's History magazine mailing.

The update report was received for information and discussion.

OTHER BUSINESS

ADJOURNMENT

The meeting adjourned at 7:30 pm.

Catherine (Kate) Marshall, Chair
KC/