



## HERITAGE TORONTO

### MINUTES (approved April 22, 2015)

A meeting of the Heritage Toronto Board was held on Wednesday March 11, 2015, Metro Hall, 55 John St., Rm. 302

PRESENT:	Alexandria Pike, Past Chair	John Belyea	
	Jeffrey Clayman (by phone after 6:30 )		Ross Fair
	Patrick Forster	Tyler Greenleaf	Andrew Himel
	Viviana Laperchia	Donald Loucks	Peter Ortved
	Brent Pearlman		
REGRETS:	Andrew Jeanrie	Deborah Lechter	Paul Litt
	Kate Marshall	Barbara McPhail	Tanzeel Merchant
	Kevin Plummer	Mark Warrack	
	Councillor Sarah Doucette	Councillor John Filion	
	Councillor Mary Fragedakis	Councillor Mike Layton	

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

Alexandria Pike, Past Chair, called the meeting to order at 6:10 pm  
 Ms Pike is chairing the meeting in place of Kate Marshall who is on vacation.

Two information reports were given while waiting for quorum.

## 8 Marketing/Communications Committee

### 8.1 MarComm Committee Update

In Kate Marshall's absence, Stacey Rodas presented the update report from the MarComm Committee. Ms Rodas reviewed the State of Heritage report release and media attention and the VIP and media presence at the plaque presentation for the Wong Association on Chinese New Year. The Awards nomination forms have been sent out and the Tours brochure is being developed. The report was received for information and discussion.

## 5 Fund Development Committee

### 5.1 Update

Brent Pearlman, Interim Chair, Fund Development Committee, gave a verbal update on the meeting held by the Committee on March 9<sup>th</sup>. The Committee is working towards reaching the fund development goal for 2015. Mr. Alvarez is scheduling meetings with all of Heritage Toronto's key sponsors. Tyler Greenleaf informed the Board of a new fundraising project. The idea is for Heritage Toronto to have a "historian in residence" supported solely through private/corporate donors. This position would support programming, plaques and markers and be a spokesperson. The verbal update was received for information and discussion.

Quorum was reached at 6:30 pm.

## **CONFLICT OF INTEREST**

No conflict of interest was declared for the meeting on March 11, 2015.

## **CONFIRMATION OF MINUTES**

### **HT15-07 ADOPTION OF MINUTES**

John Belyea **moved, seconded by** Brent Pearlman that the minutes from the meeting of the Board of Heritage Toronto on February 25, 2015 be corrected to record Patrick Forster as present and then approved.

**(carried)**

## **CHAIR'S REPORT**

### **COMMITTEE AND STAFF REPORTS**

#### **2. Executive Committee**

##### **2.1 Update**

Ms Pike informed the Board that the Executive Committee made a difficult decision to excise a Board member – Elizabeth Philbert. Ms Philbert has been informed by mail.

Ms Pike informed the Board that the Nominations Panel for the new Board is just getting underway. Peter Ortved is chairing the Panel. 80 applications have been received.

Ms Pike said that Mr. Alvarez has been very busy in his first few weeks. There have been adjustments that were not expected. One of those changes was the cancellation of the Weston grant. The reasons have been communicated to the Weston Foundation.

This verbal report was received for discussion and information.

#### **3 Executive Director**

##### **3.1 Update on Executive Director Activities**

Francisco Alvarez presented his report updating the Board on activities since he started 5 weeks ago.

In addition to the report Mr. Alvarez touched on key issues, one being the reasons for the cancelation of the Earl Bales Park program and the Weston grant mentioned in the Executive Committee report. With other key funding not in place it became too risky a project. This project has been left open for reconsideration, but is not in our plans for this year. The second key issue was the subscription to a fundraising data base to help meet our sponsorship targets. It is absolutely critical that we rationalize and organize our fundraising.

This report was received for information and discussion.

#### **4. Audit and Finance Committee**

##### **4.2 Heritage Toronto Financial Statements to December 31, 2014 (pre-audit draft)**

John Belyea, Chair of the Audit and Finance Committee discussed the Financial Statements to the end of 2014 prior to discussing the 2014 yearend transfers. Minor changes were made to the statements presented at the January meeting. Mr. Belyea discussed the revenue and expenditure lines, explained the deficit and showed the donations received in 2014.

##### **4.1 Approval of 2014 Year End Transfers**

Mr. Belyea presented the report recommending yearend transfers from the Balance Sheet to the Operating Account.

The report was presented for information and discussion prior to approval.

### **HT15-08 APPROVAL OF 2014 YEAR END TRANSFERS**

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

1. That the Board of Heritage Toronto authorize the transfer of \$70,000 from the Balance Sheet (\$43,000 from the Heritage Education Fund, \$20,000 from Membership Donations, \$5,000 from Built Heritage and \$2,000 from Heritage Innovation) to the Operating Account

(Profit and Loss Statement) to reduce the pre-audit 2014 year end operating deficit to \$165.52, subject to any possible adjustments resulting from the annual audit.

2. That the Board of Heritage Toronto authorize the transfer of \$2,000.00 from Community Research and Grants on the Balance Sheet to the Operating Account (Profit and Loss Statement) to reimburse the Operating Account for the four Community Heritage Awards presented at the Kilbourn/Awards Night on October 21, 2014, subject to any possible adjustments resulting from the annual audit.

**(carried)**

#### **4.3 Approval of 2015 Budget**

The Board moved In Camera to discuss the 2015 Budget.

##### **HT15-09 IN CAMERA**

John Belyea **moved, seconded by** Patrick Forster that the Heritage Toronto Board move In Camera (closed) to discuss two options for the 2015 budget, as the discussion will contain personal information about identifiable individuals.

**(carried)**

A guest and all staff with the exception of the Executive Director left the meeting.

Those who left were recalled following the In Camera discussion, prior to the motion.

The budget was reviewed line by line prior to approval.

##### **HT15-10 APPROVAL 2015 HERITAGE TORONTO BUDGET**

John Belyea **moved, seconded by** Andrew Himel that the Heritage Toronto Board approved the 2015 Budget (option 2).

**(carried)**

#### **4.4 Minutes from Finance Committee Meeting, January 20, 2015**

Mr. Belyea added an agenda item to present the minutes from the Finance Committee meeting on January 20, 2015.

The minutes were received for information and discussion.

#### **6 Programming Committee**

Andrew Himel, Chair of the Programming Committee informed the Board that the 2015 Awards Nominations forms have been distributed. Mr. Himel requested that Board members submit their recommendations for the 2015 Special Achievement Award to Kevin Plummer and Kaitlin Wainwright by March 30<sup>th</sup>. In response to a question, Mr. Himel assured the Board that last year's list of potential recipients for the Special Achievement Award has been retained and is being considered.

Planning is underway for the 2015 Heritage Toronto Tours. Board members will be encouraged to sign up at the April meeting.

The first members only tour of the City of Toronto Museum collections will be held on March 27<sup>th</sup> and 28<sup>th</sup>. Board members who wish to attend should speak with Kaitlin Wainwright.

#### **6.1 Revenue Sharing with Non-profit, Volunteer-run Partner Organizations**

Andrew Himel, Chair of the Programming Committee presented the report on revenue sharing with tour partners. The Program Committee is recommending that Heritage Toronto continue this practice (established in 2013).

**HT15-11 REVENUE SHARING WITH TOUR PARTNERS**

Andrew Himel **moved, seconded by** Patrick Forster that the Heritage Toronto Board approve the ongoing sharing of tour donations with not-for-profit, volunteer-driven organizations that create and present tours with Heritage Toronto.

**(carried)****6.2 Letter of Agreement with Tour Partner Organizations**

Andrew Himel presented the report which outlines the letter of agreement with each of our tour partner organizations. A sample letter was also provided. This report was presented for information.

**6.3 Sponsorship of Individual Tours**

Mr. Himel presented a report recommending the sponsorship be expanded to include sponsorship for individual tours.

**HT15-12 APPROVAL OF SPONSORSHIP OF INDIVIDUAL TOURS**

Andrew Himel **moved, seconded by** Donald Loucks that the Heritage Toronto Board approve the sponsorship of individual tours for the 2015 Tours Season.

**(carried)****6.4 Minutes from Programming Committee meeting, January 13, 2015**

Mr. Himel presented the minutes from the Programming Committee meeting on January 13, 2015. The minutes were presented for information and discussion.

**7 Plaques and Markers Committee****7.1 Recommendation for Plaque Fee Increase**

Ross Fair, Chair, Plaques and Markers Committee presented a revised fee schedule for the plaques program.

**Background:**

Plaque Fees were last revised in 2011 following a supplier request for quotations. Given increased costs as a result of a 2014 Request for Quotation process for plaque suppliers, plaque fees should be reconsidered. A revised fee schedule was presented to the Board and discussed.

**HT15-13 APPROVAL OF PLAQUE FEE INCREASE**

Ross Fair **moved, seconded by** Tyler Greenleaf that the Heritage Toronto Board approves a revised fee schedule for the Plaques and Markers Program to take effect for all applications received after April 1, 2015.

**(carried)****7.2 Approval of Three Commemorative Plaque Projects**

Dr. Fair presented the Board with the Committee report recommending three new commemorative plaques and detailed staff reports for each project for discussion and approval.

**HT15-14 APPROVAL OF THREE COMMEMORATIVE PLAQUE PROJECTS**

Ross Fair **moved, seconded by** Patrick Forster that the Heritage Toronto Board approve the following three commemorative plaque projects:

- Benjamin Brown
- Town Tavern
- Club Bluenote

**(carried)****7.3 Report on Plaques and Markers Presentations**

Dr. Fair gave a verbal update of upcoming plaque presentations. Our first plaque unveiling of the year, the Wong Association of Ontario, was very successful and high profile. We have a lot of upcoming unveilings,

including St. Matthew's Lawn Bowling Clubhouse, which will include a pop up museum, and John Bales House, which will be unveiled at a local school. We are continuing to strive to plan unveilings with associated programming. The Legacy Subject of William Kurelek was also approved at the last Committee meeting. The verbal report was presented for information and discussion.

**9 Conservation and Education Committee**

Paul Litt sent his regrets for the meeting and will report at the next meeting of the Board in April.

**ADJOURNMENT**

The meeting adjourned at 8:10 pm.



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Alexandria Pike, Past Chair  
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