



## HERITAGE TORONTO

### MINUTES (approved November 25, 2015)

The meeting of the Heritage Toronto Board was held on Wednesday September 30, 2015, St. Lawrence Hall, 157 King St. E., 3<sup>rd</sup> floor, east meeting room

PRESENT:	Kate Marshall, Chair	John Belyea	Peter Berton
	Lisa Brown	Jeffrey Clayman	Ross Fair
	Tyler Greenleaf	Andrew Himel	Kadi Kaljuste
	Louis Kan	Sean Kheraj	Paul Litt
	Donald Loucks	Richard Moorhouse	Allan Penning
	Jennifer Roy	Linda Strachan	Kevin Plummer
REGRETS:	Abena Buahene	Brent Pearlman	Ellen Scheinberg
	Karen Whaley	Councillor Sarah Doucette	Councillor Paula Fletcher
	Councillor Mary Fragedakis	Councillor Mike Layton	

ALSO PRESENT: Francisco Alvarez, Executive Director  
 Karen Czaniecki, Administrator  
 Stacey Rodas, Director of Marketing  
 Kaitlin Wainwright, Director of Programs  
 Candice McCavitt, Plaques and Markers Coordinator  
 Nancy Luno, Programs and Special Events Coordinator

Kate Marshall called the meeting to order at 6:02 pm.

### CONFLICT OF INTEREST

No conflict of interest was declared for the September 30, 2015 meeting.

### CONFIRMATION OF MINUTES

#### HT15-32 ADOPTION OF MINUTES

Ross Fair **moved, seconded** by Andrew Himel that the minutes of the meeting of the Board of Heritage Toronto on August 26, 2015 be adopted as circulated.

**(carried)**

### CHAIR'S REPORT

#### 1.1 Chair's remarks

Kate Marshall thanked Andrew Himel and his wife Sharon for hosting the board social at their lovely home on September 3<sup>rd</sup>. Ms Marshall said that she is pleased to hear that ticket sales are up for the upcoming Heritage Toronto Awards and Kilbourn lecture.

The verbal report was received for information and discussion.

### COMMITTEE AND STAFF REPORTS

#### 2 Executive Committee

Ms Marshall is pleased to announce that Richard Moorhouse has agreed to become the new Vice Chair of the Board. Mr. Moorhouse brings a great deal of experience to the Board and is a welcome addition to the Executive. The Board will vote on the full Executive Committee slate at the November meeting.

The Committee is currently working on updating and refining the strategic plan with Jeff Clayman. Discussions include a process for engaging the Board. What is being considered is a 3 hour session on a weekend. Suggested dates will be sent out by email.

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 two items from the report. He and Ron Williamson of ASI Inc. have been invited to sit on a Provincial policy advisory council to develop a new Culture Strategy for Ontario, representing the heritage sector. The meetings have started will continue over the next few months.

Also, Mr. Alvarez has presented Heritage Toronto's 2016 budget to the City's Budget Committee and it was well received.

This report was received for information and discussion.

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

#### **4.1 Heritage Toronto Financial Statements to August 31, 2015**

Mr. Belyea, Chair, Audit and Finance Committee reviewed the Financial Statements to August 31<sup>st</sup> with the Board. He noted that the revenue from the Awards/Kilbourn lecture event will not be recognized until after the event. Plaques revenue is on track to meet or exceed budget levels by yearend. Plaque costs rise in step with revenues. Mr. Belyea advised that projections for yearend and the 2016 budget figures will be presented at the November meeting.

The financial statements were received for information and discussion.

#### **4.2 Minutes from Finance Committee meeting, August 18, 2015**

Mr. Belyea presented the minutes from the Finance Committee meeting on August 18, 2015.

The minutes were received for information and discussion.

### **5 Fund Development Committee**

#### **5.1 Minutes from the Fund Development Committee meeting, September 16, 2015**

Mr. Greenleaf, Chair, Fund Development Committee presented the minutes from the September 16<sup>th</sup> meeting of the Fund Development Committee and reported that the sponsorship and ad sales for the Heritage Toronto Awards/Kilbourn Lecture event have been completed at this point. Michael Kushnir was asked to report on the items that have been received for the silent auction which will take place at the pre and post receptions. Mr. Kushnir reported on the items received to date and asked the Board to reach out to personal and professional connections for additional goods. This is the first year that a silent auction has been included in the event.

The minutes were received for information and discussion.

### **6 Programming Committee**

#### **6.1 Presentation: 2015 Heritage Toronto Awards – October 13, 2015 Koerner Hall, RCM Overview and Board Roles**

Andrew Himel, Chair of the Programming Committee informed the Board that Mayor John Tory has confirmed his attendance at the Mayor's Reception. Mr. Himel reviewed the Board role at the event through a powerpoint presentation.

The Speaker is Rahul K. Bhardwaj, President and CEO, Toronto Foundation.

The title of the lecture is: *On Being Nice; Turning Compassion Into Our Competitive Advantage*

Two new additions to the event are:

1. Silent auction
2. Archaeological programming presented by Archaeological Services Inc. that will include an exhibition of the 19<sup>th</sup> century schooner they discovered on Toronto's waterfront this year and the world premiere of an interactive, digital re-creation of an ancient Huron-Wendat longhouse, created in conjunction with Michael Carter at Ryerson University.

Board members were asked to arrive at Koerner Hall at 5:30 pm for a briefing. A list of jobs at the event was circulated for sign up. Board members key job prior to October 13<sup>th</sup> is to promote the event and sell tickets. A list of sponsors and nominees will be circulated to the Board by email prior to the event. Board members were reminded that they are the ambassadors of Heritage Toronto. The verbal report and presentation was received for information and discussion.

## **7 Plaques and Markers Committee**

### **7.1 Recent and Upcoming Plaque Unveilings**

Ross Fair, Chair of the Plaques and Markers Committee presented a report listing the upcoming plaque unveilings. He also spoke about the highly successful recent unveilings for Gwendolyn MacEwen and Milton Acorn; Kew Williams House and Toronto's Reggae Roots. These unveilings illustrate the diversity of communities that Heritage Toronto reaches out to through its plaques program. The report was received for information and discussion.

### **7.2 Plaques and Markers Committee meeting minutes, August 13, 2015**

Dr. Fair presented the minutes from the plaques and Markers Committee meeting on August 13, 2015. The minutes were received for information and discussion.

## **8 Marketing/Communications (MarComm)**

### **8.1 MarComm Committee meeting minutes, September 10, 2015**

Kate Marshall informed the Board that she has stepped down as Chair of the MarComm Committee. Ms Marshall is pleased to announce Kadi Kaljuste, as the new Chair.

Ms. Kaljuste presented the minutes from the MarComm Committee meeting on September 10<sup>th</sup>, 2015.

Ms Kaljuste discussed the new focus on the awards event as a fundraiser and informed the Board of ticket sales to date which are up from last year – the goal is \$8,000. There has also been some media success, noting the Globe and Mail articles written by Dave LeBlanc.

Century plaques are being promoted for Christmas gifts.

The Board discussed current issues with Old City Hall in the media. The issue will be forwarded to the Conservation Committee for input and guidance.

The report was received for information and discussion.

## **OTHER BUSINESS**

No other business was presented

## **ADJOURNMENT**

The meeting was adjourned at 7:06 pm.



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Catherine (Kate) Marshall, Chair  
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