



## HERITAGE TORONTO MINUTES

The meeting of the Heritage Toronto Board was held on Wednesday July 19, 2017, St. Lawrence Hall, 157 King St. E., 3<sup>rd</sup> floor, East meeting room.

PRESENT:	Kate Marshall (Chair)	John Belyea	Lisa Brown
	Abena Buahene	Councillor Sarah Doucette	Ross Fair
	Tyler Greenleaf	Andrew Himel	Kadi Kaljuste
	Sean Kheraj	Donald Loucks	Richard Moorhouse
	Brent Pearlman	Jennifer Roy	Ellen Scheinberg
	Linda Strachan	Karen Whaley	

ABSENT:	Peter Berton	Jeffrey Clayman
	Councillor Paula Fletcher	Councillor Mary Fragedakis
	Councillor Mike Layton	Louis Kan
	Paul Litt	Allan Penning
	Lena Recollet	

ALSO PRESENT:

Valerie Jepson, Integrity Commissioner for the City of Toronto  
 Allison Bain, Executive Director  
 Camille Bégin, Historical Plaques Program Coordinator  
 Lucy Di Pietro, Manager, Marketing and Outreach  
 Michael Kushnir, Development Coordinator  
 Candice McCavitt, Community Programs and Special Events Coordinator  
 Kaitlin Wainwright, Director of Programming  
 Akhaji Zakiya, Manager, Finance

### A. CALL TO ORDER

Kate Marshall, called the meeting to order at 6:10 pm.

No conflict of interest was declared.

### HT17-12 ADOPTION OF MINUTES

Ms. Lisa Brown moved, seconded by Richard Moorhouse that the minutes of the meeting of the Board of Heritage Toronto held Wednesday May 10, 2017 be adopted as circulated.

(Carried)

### B. INTEGRITY COMMISSIONER FOR THE CITY OF TORONTO

Ms. Jepson, Integrity Commissioner for the City of Toronto, made a presentation outlining the role of her office and the role/standards of conduct required from Board members. Following her presentation, there was a brief question and answer period.

### C. CHAIR'S REPORT

Ms. Kate Marshall talked about staff changes and the plan forward for the organization. She thanked board members for supporting tours, noting that donation and membership income is positively impacted from Board member involvement. She also thanked Karen Whaley from her hard work heading the Jury process.

Ms. Marshall acknowledged that HT has, as per the City of Toronto's request, completed an executive compensation policy. Next steps will be explored this fall.

## D. COMMITTEE AND STAFF REPORTS

### 1. Executive Committee Minutes

Ms. Marshall presented the minutes from the Executive Committee meetings held May 29, 2017 and June 21, 2017. The minutes were received for information.

### 2. Executive Director

Ms. Allison Bain acknowledged the recent passing of Councillor Pam McConnell, who was a strong supporter of heritage issues, and Peter Notaro from the Financial Planning Division. The Agency has expressed its condolences both formally and in person.

Ms. Bain commented on an upcoming meeting with the City regarding the Board public appointments process. She noted that three-year budgets are currently being prepared for submission to the City.

#### 2.1 Executive Report

Ms. Bain presented the Executive Report to the Board. It was received for information.

### 3. Audit and Finance Committee

Mr. John Belyea noted that the approved 2017 budget which projected a \$30,000 surplus was set in anticipation of an approved grant for the Parks Past project (\$45K grants vs. \$15K expenses). As that project was declined in early January, Mr. Belyea anticipates a break even budget this year

Mr. Belyea stated that August tour donations have doubled over last year and that Plaques revenue is ahead of past trends. Sixty percent of Awards sponsorship has confirmed and the sponsorship deadline has now been extended. In an effort to increase the quality of the event, expenses will be higher than 2016 given the venue and format changes. Mr. Belyea acknowledged the cost to the organization of being short-staffed during this busy period.

Ms. Abena Buahene inquired about HT's investment policy and suggested researching GIC options for managing large donations.

#### 3.1 Financial Statements: July 2017 Financials

Mr. Belyea presented the July 2017 financial statements for information and discussion.

### 4. Programs Committee

Mr. Andrew Himel provided an update on 2017 educational programs. He also noted the increase in donations at these events. Mr. Himel noted the consideration for an annual volunteer-sponsored event and presented the preliminary results of the Lecture Program Review Report dated July 19, 2017.

#### 4.1 Programs Committee Minutes

Minutes for the Programs Committee meetings held April 25, 2017 and June 20, 2017 were presented. The minutes were received for information.

### 6. Marketing/Communications Committee (MarComm)

Ms. Kadi Kaljuste noted the use of sales data to direct marketing efforts towards tours projecting lower attendance.

Ms. Lucy Di Pietro distributed a sample of the Heritage Toronto Awards invitation. She also spoke about the updated membership brochure which includes a new fee schedule and raises the senior age-level to 65.

#### 6.1 MarComm Committee Minutes

Ms. Kaljuste presented the minutes from the June MarComm Committee meeting held June 19, 2017. The minutes were received for information.

## **7. Awards Committee**

Ms. Lisa Brown reminded the Board that the 43<sup>rd</sup> Annual Heritage Toronto Awards will be held on October 23, 2017 at The Carlu. The Awards Committee has met twice and includes non-Board volunteer members. Ms. Brown thanked Tyler Greenleaf and the Fund Development Committee for their assistance in developing fundraising prospects. The report was received for information.

### **7.1 Awards Committee Minutes**

Lisa Brown presented the minutes of the Awards Committee meeting held May 24, 2017. These were received for information.

## **8. Historical Plaques Program Committee**

Mr. Sean Kheraj, on behalf of Chair Peter Berton, informed the Board that long-standing volunteer Wilf Neidhardt resigned from the committee in June. Ms. Marshall will attend the upcoming unveiling for Joseph Bloor on August 31.

Mr. Kheraj updated the board on the SWOT analysis of the scale, staffing need and demand of the plaques program, including a comparison with similar programs. The report will be ready by year-end.

### **8.1 Historical Plaque Committee Minutes**

Mr. Kheraj presented the minutes from the Historical Plaque Committee meeting held June 14, 2017. The minutes were received for information.

### **8.3 Four Commemorative Plaque Projects**

Mr. Kheraj presented the report recommending four new commemorative plaque and detailed staff reports for each project for discussion and approval.

#### **HT17-13 APPROVAL OF FOUR COMMEMORATIVE PLAQUES SUBJECTS**

Mr. Kheraj moved, seconded by Ms. Abena Buahene that the Board of Heritage Toronto approves the following four commemorative plaque projects:

- Interval House
- Stanley Grizzle
- Gaffney Park
- Silver Dollar Room

(Carried)

## **9. Fund Development Committee**

Mr. Tyler Greenleaf provided an update on the Tours campaign. Mr. Greenleaf reported that the target of \$72,000 was exceeded with an actual recording of \$73,265. Mr. Greenleaf also reported that the committee is looking at building infrastructure for individual giving, including recognition opportunities. Mr. Greenleaf asked Michael Kushnir to provide an Awards prospect update. Mr. Kushnir circulated materials for feedback.

## **5. DEFFERED ITEM**

Ms. Karen Whaley updated the Board on the Jury Process for the 2017 Heritage Toronto Awards.

### **5.1 Juries Committee Minutes**

Ms. Whaley presented the minutes of the Awards Committee meeting held May 17, 2017. These were received for information.

## **IN CAMERA**

The Board moved into a closed session. Ms. Karen Whaley updated the Board by reviewing the Award winners and honourable mentions. Ms. Marshall thanked all of the jury members for their work.

#### **HT17-14 APPROVAL OF JURY RECOMMENDATIONS FOR 2017 HERITAGE TORONTO AWARDS**

Kate Marshall moved, seconded by Tyler Greenleaf, that the Jury recommendations for the 2017 Heritage Toronto Awards be approved as presented.

(Carried)

**HT17-15 APPROVAL OF JURY RECOMMENDATIONS FOR 2017 HERITAGE TORONTO SPECIAL ACHIEVEMENT AWARD**

Linda Strachan moved, seconded by Ellen Scheinberg, that the Special Achievement Award for the 2017 Heritage Toronto Awards be approved as presented.

(Carried)

**OTHER BUSINESS**

No other business was tabled.

**ADJOURNMENT**

The meeting was adjourned at 7:35 p.m.



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Catherine (Kate) Marshall, Chair  
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