



## HERITAGE TORONTO

### MINUTES (Approved June 15, 2016)

The meeting of the Heritage Toronto Board was held on Wednesday March 9, 2016, 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	Abena Buahene	Jeffrey Clayman
	Ross Fair	Tyler Greenleaf	Andrew Himel
	Kadi Kaljuste	Louis Kan	Sean Kheraj
	Donald Loucks	Richard Moorhouse	Brent Pearlman
	Allan Penning	Jennifer Roy	Ellen Scheinberg
	Linda Strachan	Karen Whaley	Councillor Mary Fragedakis

REGRETS:	Paul Litt	Kevin Plummer	Councillor Sarah Doucette
	Councillor Paula Fletcher	Councillor Mike Layton	

ALSO PRESENT:

- Francisco Alvarez, Executive Director
- Karen Czaniecki, Administrator
- Stacey Rodas, Director of Marketing and Development
- Kaitlin Wainwright, Director of Programming
- Candice McCavitt, Community Programs and Special Events Coordinator
- Camille Bégin, Historical Plaques Program Coordinator
- Michael Kushnir, Development and Marketing Coordinator
- Chris Bateman, Plaques Assistant

Kate Marshall, called the meeting to order at 6:00 pm.

### CONFLICT OF INTEREST

No conflict of interest was declared for the March 9, 2016 meeting.

### CONFIRMATION OF MINUTES

HT16-05

#### ADOPTION OF MINUTES

Allan Penning **moved, seconded by** Lisa Brown that the minutes of the meeting of the Board of Heritage Toronto on January 20, 2016 be adopted as circulated.

(carried)

### CHAIR'S REPORT

#### 1.1 Chair's remarks

Ms Marshall noted that spring was here early and that's when Heritage Toronto's activities and fun really start. Tonight Board members are asked to sign up for this year's tours. Last night's launch of the *Toronto the Just exhibit* was a great success. The first plaque, commemorating Doris Anderson, was unveiled at the event. Ms Marshall also informed the Board that Kevin Plummer is leaving the Board. He has been relocated to Vancouver for his work and will be greatly missed. Kevin's contribution through the awards program and nominations was amazing. We thank him and wish him well.

Ms Marshall has met with many of the new Board members. If any Board member wishes to join additional committees, please let us know or contact the committee chair directly.

The verbal report was received for information and discussion.

### COMMITTEE AND STAFF REPORTS

2 Executive Committee

## 2.1 Executive Committee Update

Mr. Marshall presented the Executive Committee notes from their meeting on March 3, 2016. The Executive Committee focused on the yearend financials and fundraising. Ms Marshall thanked Board members who responded to the fundraising team with potential leads. The Membership Committee will start up soon. Please let Kate know if you are interested in joining.  
This 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 also mentioned the Membership Committee and its members. He has recruited Martha Henderson, former Head of Membership and Sales at the ROM to join the Committee and share her insight.

Mr. Alvarez also highlighted the new volunteer program which will track levels and offer benefits. This will be tracked through the website via a new software package. Over 200 responses came in through our call for volunteers. Returning and new volunteers were asked to respond. 80 people have been interviewed and all applicants will be replied to. The first training session for "all volunteers" is scheduled for April 3<sup>rd</sup> at City Hall. Mr. Alvarez informed of a donation of \$10,000 from St. Lawrence Neighborhood Association for additional plaques in the area.

Finishing touches are being put on the first ever fundraising strategy for the full year.

Outreach to Councillors has started. Mr. Alvarez and one Board member will meet with each councillor. The purpose of the meetings is to raise Heritage Toronto's profile and increase awareness of our activities.

The report was received for information and discussion.

## 4. Audit and Finance Committee

### 4.1 Minutes from Finance Committee meeting, January 18, 2016

John Belyea, Chair of the Audit and Finance Committee, presented the minutes from the Finance Committee meeting on January 18, 2016.

The minutes were received for information and discussion.

### 4.2 Approval of 2015 Transfers from Funds

### 4.3 Heritage Toronto Financial Statements to December 31, 2015 (pre-audit)

Mr. Belyea presented the Financial Statements to December 31, 2015 which are draft pre-audit statements before discussing the transfer from the yearend Heritage Toronto Funds because the statements explain the transfers.

Mr. Belyea discussed the changes to the statements that occurred since the Board reviewed the December 31<sup>st</sup> statements at the January meeting.

The financial statements were received for information.

Mr. Belyea explained each of the transfer amounts and showed the donations received in 2015. He noted that the donations were higher than last year. The Board fully discussed the statements and the transfers from designated funds prior to approving the yearend transfer.

## HT16-06 APPROVAL OF 2015 YEAR-END TRANSFER FROM DESIGNATED FUNDS

John Belyea **moved, seconded by** Brent Pearlman that the Heritage Toronto Board approves the following motion to transfer funds at the end of the 2015 fiscal year:

1. That the Board of Heritage Toronto authorize the transfer of \$33,600 from the Balance Sheet (\$25,000 from the Heritage Education Fund, \$5,000 from Membership Donations, \$3,600 from Heritage Innovation) to the Operating Account (Profit and Loss Statement) to reduce the pre-audit 2015 year end operating deficit to \$369, subject to any possible adjustments resulting from the annual audit.
2. That the Board of Heritage Toronto authorize the transfer of \$2,500.00 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 13, 2015, subject to any possible adjustments resulting from the annual audit.

3. That the Board of Heritage Toronto authorize the transfer of \$550.00 from the Plaques Program Support Fund on the Balance Sheet to the Operating Account (Profit and Loss Statement) subject to any possible adjustments resulting from the annual audit.

(carried)

#### 4.4 Heritage Toronto Financial Statements to January 31, 2016

Mr. Belyea presented the Financial Statements to January 31, 2016. The financial statements were received for information and discussion.

#### 4.5 Audit Approach Letter

Mr. Belyea tabled the audit approach letter received from Welch LLP. Mr. Belyea advised that the auditor is selected by the City of Toronto. The audit approach letter outlines the process and timeline for the audit which is to begin next week. A reporting letter will be received from the auditor with the final audited statements. This letter was received for information.

### 5 Programming Committee

Andrew Himel, Chair of the Programming Committee, added to the Chair's thank you to Kevin Plummer for his extensive contribution to the Programming Committee, in particular with the Awards. Mr. Himel also informed the Board that there is now an opening to fill on the Committee.

#### 5.1 Approval of Revised Conflict of Interest guidelines for the Heritage Toronto Awards

Mr. Himel presented the revised conflict of interest guidelines for the Heritage Toronto awards. The guidelines were updated to clarify the relationship between Board members and the awards in particular having to do with the eligibility of projects, books etc. for sitting Board members. The clarification is important for staff and jury purposes as many Board members work in the sector. The recommended changes were discussed fully.

#### HT16-07 REVISED CONFLICT OF INTEREST GUIDELINES FOR THE HERITAGE TORONTO AWARDS

Andrew Himel **moved, seconded by** Richard Moorhouse that the Heritage Toronto Board approves the revised Conflict of Interest guidelines for the Heritage Toronto awards as presented.

(carried,  
1 abstained vote)

It was requested that in future when revisions are made to guidelines that the previous version be available for reference.

#### 5.2 Heritage Toronto Tours and Sign Up

The 2016 tour schedule was circulated for Board members to sign up as Board rep. Mr. Himel said that in his opinion this is the greatest aspect of being a Board member and suggested that Board members sign up for many tours. The Board role is to thank participants and leaders, to be the ambassador for Heritage Toronto and to ask for donations. Michael Kushnir presented the "Art of the Pitch", giving insight into how to speak to the audience. Key information to impart will be provided but Board members are asked to personalize their presentation.

The Board discussed the tours and provided ideas for improvement to enhance the potential for donations.

#### 5.3 Minutes from the January 12, 2016 Programming Committee meeting

Mr. Himel presented the minutes from the January 12, 2016 Program Committee meeting. The minutes were received for information and discussion.

### 6 Conservation and Education Committee

#### 6.1 Update

Kaitlin Wainwright reported for Paul Litt. The Conservation and Education Committee is hard at work on the Heritage Primer project, a series of four educational events on what constitutes heritage and how it is

protected. The course will be offered both in-person and through online seminars. The first session is being planned for mid-September and we are currently looking for sponsors. The verbal report was received for information and discussion.

## 7 Plaques and Markers Committee

### 7.1 Report on Selection of Commemorative Plaque Topics

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

#### HT16-08 APPROVAL OF FOUR COMMEMORATIVE PLAQUES

Ross Fair **moved, seconded by** Andrew Himel that the Heritage Toronto Board approve the following four commemorative plaque projects:

- Budd Sugarman
- Dan and Alice Heap
- Domtar Site/Cottonwoods Flats
- Imperial Oil Building

(carried)

During the discussion of these subjects, Councillor Mary Fragedakis asked to be involved in the Cottonwoods Flats plaque as it is in her Ward.

### 7.2 Recommendation on Legacy Plaque Prices

Dr. Fair presented the report from the Plaques and Markers Committee recommending that the Legacy plaque prices be increased due to the increased costs, particularly due to the falling Canadian dollar relative to the United States. Heritage Toronto has an agreement with Winsor Fireform to produce the plaques for the balance of 2016.

#### HT16-09 LEGACY PLAQUE PRICE INCREASE

Ross Fair **moved, seconded by** Councillor Mary Fragedakis that the Heritage Toronto Board approve a \$300 increase to the price of the Legacy Plaques (from \$1,700 to \$2,000), to offset the increased costs to the program, linked to the declining value of the Canadian dollar.

(carried)

### 7.3 Recent and Upcoming Plaque Unveilings

Dr. Fair presented the listing of upcoming plaque unveilings. Last night's unveiling of the Doris Anderson plaque, during the *Toronto the Just* programming was a great part of that event. Board members were reminded that they are always welcome to attend the unveilings.

The update was received for information and discussion.

### 7.4 Minutes from the Plaques and Markers Committee meeting, November 12, 2015

Dr. Fair presented the minutes from the Plaques and Markers Committee meeting on November 12, 2015. Dr. Fair highlighted the significant up-tick in the century house plaque program following the promotional piece in *The Globe and Mail* in early February. Ms Rodas advised that more promotion is being planned.

The minutes were received for information and discussion.

## 8 Fund Development Committee

### 8.1 Minutes from the Fund Development Committee meeting, February 1, 2016

Tyler Greenleaf, Chair of the Fund Development Committee presented the minutes from the meeting on February 1, 2016. Since the meeting Michael Kushnir has been getting asks out for four sponsorships and is now following up with the deadline quickly approaching.

The next big sponsorship push is for the Heritage Toronto Awards night. Francisco Alvarez has been in conversations with the Kilbourn family about establishing an endowment for the Kilbourn Lecture.

The meeting notes were received for information and discussion.

## 9 Marketing/Communications (MarComm)

### 9.1 Verbal Update

Kadi Kaljuste, Chair of the MarComm Committee, reported that the marketing for the Century Plaques has been very successful with 45 plaques already in the first two months of 2016, compared with 56 for all of 2015. Farmers Markets in the city have been approached to promote the HT tours. Five markets have agreed and the plan is to have volunteers handle this promotion.

A grant application has been sent to the Canadian Internet Regulatory Authority to revamp Heritage Toronto's website.

The update notes were received for information and discussion.

### OTHER BUSINESS

No other business was presented

### ADJOURNMENT

The meeting was adjourned at 7:30 pm.



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Catherine (Kate) Marshall, Chair  
KC/