



HERITAGE TORONTO MINUTES

The meeting of the Heritage Toronto Board was held on Wednesday September 14, 2016, St. Lawrence Hall, 157 King St. E., 3rd floor, east meeting room (approved December 7, 2016)

PRESENT:	Kate Marshall (Chair)	John Belyea	Lisa Brown
	Abena Buahene	Jeffrey Clayman	Ross Fair
	Tyler Greenleaf	Andrew Himel	Kadi Kaljuste
	Louis Kan	Sean Kheraj	Paul Litt
	Donald Loucks	Richard Moorhouse	Brent Pearlman
	Allan Penning	Lena Recollet	Jennifer Roy
	Ellen Scheinberg	Linda Strachan	Karen Whaley
	Councillor Sarah Doucette	Councillor Paula Fletcher	

REGRETS:	Peter Berton	Councillor Mary Fragedakis	Councillor Mike Layton
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ALSO PRESENT:

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

Kate Marshall, called the meeting to order at 6:35 pm.

CONFLICT OF INTEREST

No conflict of interest was declared for the meeting on September 14, 2016.

CONFIRMATION OF MINUTES

HT16-20

ADOPTION OF MINUTES

Lisa Brown **moved, seconded by** Andrew Himel that the minutes of the meeting of the Board of Heritage Toronto on June 15, 2016 be adopted as circulated.

(carried)

CHAIR'S REPORT

1.1 Chair's remarks

Ms. Marshall welcomed our new Board member, Lena Recollet.

Ms Marshall also welcome Lucy Di Pietro who started last Monday as the new Manager of Marketing and Outreach.

The Executive Director hiring committee has been struck - Abena Buahene, Tyler Greenleaf, Louis Kan, Richard Moorhouse and Kate Marshall. The posting for the position will close on October 1st.

The verbal report was received for information.

COMMITTEE AND STAFF REPORTS

2 Executive Committee

2.1 Executive Committee Meeting Notes, August 30 and September 7

Ms. Marshall presented the Executive Committee notes from their two meetings on August 30 and September 7, 2016.

In addition to the notes Ms Marshall informed the Board of a Council Memo advising that City Council is currently looking at reforming all city boards to make them more consistent. This will mean a reduction to the size of the Heritage Toronto Board and a change to the appointment process. The meeting notes were received for information and discussion.

3 Executive Director

3.1 Report on Activities

Francisco Alvarez presented the Executive Director's report on activities. In addition to the report, Mr. Alvarez wanted to draw the Board's attention to a very innovative new project. Over the summer, Heritage Toronto worked with *Havas Worldwide* to develop and interpret an Instagram-based tour of Graffiti Alley. It was announced to the press in August and here is the first media hit, from Blog To.

http://www.blogto.com/arts/2016/08/graffiti_alley_now_has_worlds_longest_instagram_photo/

This is our first-ever digital plaque.

For the Board's reference, Mr. Alvarez included the full year report on meetings with city councillors. This report was represented for information and discussion.

3.2 INFORMATION: Minutes on the Membership Task Force meetings

Mr. Alvarez presented the minutes from the Membership Task Force meetings on July 12 and August 22, 2016. The minutes were received for information and discussion.

3.3 Approval of the New Membership Structure

Mr. Alvarez reported that the membership task force team worked over the summer. They looked at new software options and/or adding modules to our existing software to manage all of our needs and surveyed our current and lapsed members. Ms. Di Pietro will be tasked with costing this out and the new program's implementation for March next year.

The new matrix for membership levels was presented. The membership levels have had some adjustments made to the benefits.

The Board discussed the new structure. The push is to get new members while maintaining current. The structure will appeal to younger individuals. There is a need to look at donor levels and membership. The challenge will be in marketing the change. Examples were provided about how other organizations transitioned to a new membership program.

HT16-21 APPROVAL OF A NEW MEMBERSHIP STRUCTURE

Donald Loucks **moved, seconded by** Linda Strachan, that the Heritage Toronto Board approve the new Heritage Toronto Membership Structure and benefits.

(carried)

3.4 History of City of Toronto Funding over past 10 years + Memo to Councillor Joe Cressy

Mr. Alvarez provided the Board with a table showing changes in the City of Toronto funding to Heritage Toronto over the past 10 years. Council has imposed a cut of 2.6% to all departments and agencies for next year's budgeting. When Mr. Alvarez met with Councillor Cressy the impact of the cut was discussed. Councillor Cressy concluded that we had already implemented the cuts (through staff adjustments) and not just explored implementation costs. He asked Mr. Alvarez to follow up with a memo explaining the costs of the cuts to our organization (ie. what would Heritage Toronto do if the funding was returned). The table and memo were presented for information and discussion.

4 Audit and Finance Committee

4.1 Approval of City of Toronto Budget submission, 2017-2019 for Heritage Toronto and Operating Program Summary

John Belyea, Chair of the Audit and Finance Committee presented the City budget submission documents for 2017 – 2019. It is the second year that Heritage Toronto has been asked to submit the three year budget and the first that the Board has been asked to approve it. Mr. Belyea asked Francisco Alvarez to explain and review the City submission documents provided to the Board.

HT16-22 APPROVAL OF CITY OF TORONTO BUDGET SUBMISSION, 2017-2019 FOR HERITAGE TORONTO

Andrew Himel moved, seconded by Brent Pearlman that the Heritage Toronto Board approve the City of Toronto budget submission, 2017-2019 for Heritage Toronto.

(Withdrawal of Motion)

Following discussion of the budget submission the Board withdrew the motion as they do not endorse the cut of 2.6%.

HT16-23 RECEIVE CITY OF TORONTO BUDGET SUBMISSION, 2017-2019 FOR HERITAGE TORONTO

Jeffrey Clayman **moved, seconded by** Ellen Scheinberg that the Heritage Toronto Board receive the City of Toronto budget submission, 2017-2019 for Heritage Toronto for information and recommend that staff submit a business case for Canada 150 program activities valued at the 2.6% reduction in funding.

(carried)

4.2 Heritage Toronto Financial Statements to August 31, 2016

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

4.3 Heritage Toronto Budget Projection to Year-end, as of September 2016

Mr. Belyea presented the projected financial statements to year end and informed the Board that revenue is healthy and that costs are where we expected them to be at the end of the year. The projected year-end statements were received for information and discussion.

4.4 Approval of New Designated Fund – Toronto Islands Documentary Film

Mr. Belyea presented the proposal from Michael Kainer for a Heritage Toronto designated fund for a documentary film on the Toronto Islands. The Board will recall that Heritage Toronto held a fund for Mr. Kainer's production and screening of *Finn with an Oyster; The Story Behind Toronto's New City Hall*. Mr. Belyea said that this request fits well with our mission and our previous partnership with Mr Kainer was very successful. The Board reviewed the new designated fund agreement, noting the increase of the management fee to 8%.

HT16-24 APPROVAL OF A DESIGNATED FUND FOR THE TORONTO ISALNDS DOCUMENTARY

Mr. Richard Moorhouse **moved, seconded by** Karen Whaley that the Heritage Toronto Board approved a designated fund for the production of the Toronto Islands documentary film.

(carried)

4.5 Minutes from Finance Committee meeting, June 7, 2016

Mr. Belyea presented the minutes from the Finance Committee meeting on June 7. The minutes were received for discussion and information.

5 Programming Committee

5.1 Approval of the Heritage Toronto Awards Receptients (confidential)

Mr. Himel, Chair of the Programming Committee requested that the Board go In Camera to discuss the recommendations of the Awards Juries for the 2016 Heritage Toronto Awards.

Prior to moving In Camera, Mr. Himel referred to a report that was tabled to provide the Board with background information about the awards process.

This report was received for information and discussion.

HT16-25 IN CAMERA

Linda Strachan **moved, seconded by** Donald Loucks that the Heritage Toronto Board move In Camera at 7:45 p.m. to discuss the recommendations from the juries for their 2016 Heritage Toronto Awards.

(carried)

Ellen Scheinberg left the meeting during the In Camera discussion because she was nominated for an award.

The Board came out of the In Camera session at 7:55 p.m.

HT16-26 APPROVAL OF 2016 HERITAGE TORONTO AWARDS RECIPIENTS

Andrew Himel **moved, seconded by** Richard Moorhouse that the Heritage Toronto Board accept and approve the recommendations of the juries as presented by the Programming Committee for the 2016 Heritage Toronto Awards and that the names of the finalists be kept confidential until their announcement on October 17, 2016.

(carried)

Dr. Scheinberg returned to the meeting after the vote.

5.2 2016 HT Awards and Kilbourn Lecture Overview

Mr. Himel presented the report overview of the upcoming Heritage Toronto Awards and Kilbourn lecture on October 17, 2016. The event was discussed and Board members were asked to be there, buy tickets, be good hosts and enjoy yourselves.

The report was received for information and discussion.

5.3 Heritage Toronto Awards & Lecture Program Review

Mr. Himel presented the Core Program Review: Transforming Programming: Heritage Toronto Awards and Kilbourn lecture. This program review was undertaken in response to the new strategic plan. Mr. Himel advised that the results of the review are not to be implemented until 2017. The report and its recommendations were discussed in detail.

HT16-27 APPROVAL OF THE RECOMMENDATIONS FROM THE CORE PROGRAM REVIEW OF THE HERITAGE TORONTO AWARDS AND KILBOURN LECTURE

Abena Buahene **moved, seconded by** Louis Kan that the Heritage Toronto Board approve the following recommendations from the core program review for the Heritage Toronto Awards and Kilbourn Lecture:

1. The Awards be repositioned as a revenue-generating industry event, celebrating the past year in heritage excellence;
2. Heritage Toronto deliver a more intentional and engaging Awards event, that celebrates, rather than simply enumerates, the Award-winning projects, and continue its efforts to create intentional and engaging reception programming;
3. The Kilbourn Lecture be removed from the Awards event; and
4. Subject to the 2017 Program Plan, staff undertake a feasibility study on a separate lecture program.

(carried with
2 opposed)

5.4 2017 Program Plan: Transforming Programming

Mr. Himel presented the 2017 program plan. Programming is to be transformed through three strategic objectives: to enhance and reposition programs; to create new programs for diverse audiences and to retain and build strategic program partnerships. Mr. Himel welcomed any Board members who wish to attend Program Committee meetings to participate in this planning.

The Program Plan: Transforming Programming was received for information and discussion.

5.5 Minutes of the Programming Committee meeting, May 31, 2016

Mr. Himel presented the minutes from the Programming Committee meeting on May 31, 2016. The minutes were received for information and discussion.

6 Historical Plaques Program Committee

6.1 Report on Selection of Four Commemorative Plaques

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.

HT16-28 APPROVAL OF FOUR COMMEMORATIVE PLAQUES

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

- West Toronto Railway Diamond
- The Cholera Epidemic of 1832 and 1834
- Muhamed Ali in Toronto
- Eastern Sound Studio

(carried)

6.2 Plaque Event Strategy (guidelines)

Dr. Fair presented the report recommending plaques program event guidelines. Dr. Fair said that the number of plaque events has grown significantly since 2005. It's important to have criteria and guidelines to manage and plan for the events effectively. Following the Plaque Program guidelines Heritage Toronto would plan a maximum of 6 events per year, partner on 2 events and attend 2 or 3 to a maximum of 10 events. The Board discussed the report.

HT16-29 APPROVAL OF THE PLAQUE PROGRAM EVENT GUIDELINES

Karen Whaley **moved, seconded by** Andrew Himel that the Heritage Toronto Board approve guidelines for Heritage Toronto Historical Plaque events, to appropriately manage the number and scale of events for the growing program.

(carried)

6.3 Historical Plaque Program Committee minutes, June 8 & August 11, 2016

Dr. Fair presented the minutes from the Historical Plaque Program Committee meetings on June 8 and August 11, 2016.

The minutes were received for information and discussion.

6.4 Plaque Unveiling update

Dr. Fair presented an updated list of plaque unveilings which have recently occurred and are upcoming. The update was received for information.

7 Fund Development Committee

7.1 Update on Awards Sponsorship and ticket sales

Tyler Greenleaf, Chair of the Fund Development Committee, encouraged all Board members to purchase tickets to the event if they had not already done so. Mr. Greenleaf requested that silent auction items be sent in to the office to prepare for the event.

Michael Kushnir gave a presentation on the Heritage Toronto awards event and Kilbourn lecture. The presentation reviewed the sponsorship outreach for the program in order to make up the cancellation of the presenting sponsor and the final results for sponsorship for the event. New sponsors were brought on and six lapsed sponsors were re-engaged.

The presentation was received for information.

7.2 Minutes for Fund Development Committee meeting, August 17, 2016

Mr. Greenleaf presented the minutes from the Fund Development Committee meeting on August 17, 2016.

The minutes were received for information and discussion.

8 Marketing/Communications Committee (Mar/Comm)

8.1 Verbal Update

Kadi Kaljuste, Chair of the Mar/Comm Committee gave a verbal update. Ms Kaljuste welcomed Lucy DiPietro, the new Manager of Marketing and Outreach. She also thanked staff for pitching in during the vacancy in the marketing position. Currently the awards communications are rolling out and a media pitch has gone out for century plaques.

OTHER BUSINESS

Kate Marshall thanked Kaitlin Wainwright for stepping up to be Interim Executive Director.

Ms Marshall and the Board thanked Francisco Alvarez, once again, for his great contribution to Heritage Toronto and wished him well in his new position at OCAD.

ADJOURNMENT

The meeting was adjourned at 8:45 p.m.



Catherine (Kate) Marshall, Chair
KC/