



## HERITAGE TORONTO

### MINUTES (approved February 22, 2017)

The meeting of the Heritage Toronto Board was held on Wednesday, December 7, 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	Jeffrey Clayman	Ross Fair
	Tyler Greenleaf	Andrew Himel	Kadi Kaljuste
	Louis Kan	Donald Loucks	Richard Moorhouse
	Brent Pearlman	Allan Penning	Lena Recollet
	Jennifer Roy	Ellen Scheinberg	Linda Strachan
	Councillor Mary Fragedakis	Councillor Paula Fletcher	
REGRETS:	Abena Buahene	Sean Kheraj	Paul Litt
	Karen Whaley	Councillor Sarah Doucette	Councillor Mike Layton

ALSO PRESENT: Kaitlin Wainwright, Interim Executive Director & Director of Programming  
 Karen Czaniecki, Administrator  
 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 6:02 pm.

### CONFLICT OF INTEREST

No conflict of interest was declared for the meeting on December 7, 2016.

### CONFIRMATION OF MINUTES

HT16-30

#### ADOPTION OF MINUTES

Richard Moorhouse **moved, seconded by** Andrew Himel that the minutes of the meeting of the Board of Heritage Toronto on September 14, 2016 be adopted as circulated.

**(carried)**

### CHAIR'S REPORT

#### 1.1 Chair's remarks

Kate Marshall is very pleased to announce that Heritage Toronto has a new Executive Director, Allison Bain, who will join us on January 9, 2017. Ms. Bain is very energetic and has a great deal of experience in fundraising and philanthropy. Ms. Marshall thanked members of the hiring committee – Richard Moorhouse, Abena Buahene, Louis Kan and Tyler Greenleaf for their time and commitment during the application review and interview process.

The Heritage Toronto Board thanked Kaitlin Wainwright for doing an excellent job as Interim Executive Director over the past few months.

Ms. Marshall asked that a copy of the Ryerson CBI report: A new Life for Old City Hall be included in the Board agenda for information. Ms. Marshall attended the presentation and public consultation and suggested that Heritage Toronto stay close to the project, noting that Peter Ortved, former Heritage Toronto Chair is also involved.

Ms. Marshall reminded Board members that the end of year donation requests have gone out. Please consider donating.

The verbal report was received for information.

## COMMITTEE AND STAFF REPORTS

### 2 Executive Committee

#### 2.1 Heritage Toronto Board Appointments 2017

Ms. Marshall advised that Board members whose term is up as of December 31, 2016 have been contacted by Civic Appointments representatives in the Clerks Department to see if they are interested in re-applying next year.

The City has reviewed all relationship frameworks with its agencies. Knowing that the City was undertaking this review the Heritage Toronto Board approved recommendations of changes to our relationship framework at the January 20, 2016 meeting and those recommendation were forwarded for the City's consideration.

As Heritage Toronto is the largest city board, the City is recommending that the size of the Heritage Toronto Board be reduced. Also, in future, interviews for the Board are to be held by the Civic Appointments Committee. The Civic Appointments Committee's mandate is to consider and recommend to Council the names of citizens for appointment to agencies, boards and committees. Heritage Toronto can present a letter to that Committee with input regarding our Board and committee succession that should be taken into consideration.

Councillor Fragedakis pointed out that these changes were approved by the City's Executive Committee on December 1st and are proceeding to Council. The Board discussed these changes and agreed to submit a letter to the Clerk of Council. Councillor Fragedakis will speak to the letter.

#### HT16-31 LETTER TO COUNCIL REGARDING RECOMMENDED CHANGES TO HERITAGE TORONTO'S RELATIONSHIP FRAMEWORK WITH THE CITY

Richard Moorhouse **moved, seconded by** Brent Pearlman that the Heritage Toronto Board submit a letter to Council about the recommended changes to reduce the size of the Board in the relationship framework.

(carried)

#### 2.2 Establishment of Heritage Toronto Volunteer Service Award

Ms. Marshall presented the report recommending the establishment of a Heritage Toronto volunteer service award. This year's award will be given out at the volunteer appreciation event next week. In future the volunteer service award will be presented as part of the Heritage Toronto Awards event each year.

#### HT16-32 APPROVAL OF THE HERITAGE TORONTO VOLUNTEER SERVICE AWARD

Andrew Himel **moved, seconded by** Linda Strachan that the Heritage Toronto Board approve the creation of a volunteer service award, to be given annually, at the discretion of the Board, to publicly recognize significant contributions of achievements of Heritage Toronto volunteers.

(carried)

#### 2.3 Heritage Toronto Volunteer Service Award recipient for 2016

Ms. Marshall presented the background on the candidate being recommended for the volunteer service award in 2016, Edward Freeman. Mr. Freeman has been a volunteer for 21 consecutive years researching, developing and leading tours for Heritage Toronto.

#### HT16-33 APPROVAL OF 2016 HERITAGE TORONTO VOLUNTEER SERVICE AWARD RECIPIENT

Donald Loucks **moved, seconded by** Alan Penning that the Heritage Toronto Board approve the recommendation of Edward Freeman as the inaugural recipient of the Heritage Toronto volunteer service award. The award will be given at the December 14<sup>th</sup> appreciation event.

(carried)

#### 2.4 Executive Committee Meeting Minutes, October 11, 2016

Ms. Marshall presented the meeting minutes from the Executive Committee meeting on October 11, 2016. The minutes were received for information.

### 3 Interim Executive Director

### 3.1 Approval of Heritage Toronto Board meeting dates for 2017

Kaitlin Wainwright, Interim Executive Director presented the schedule of meeting dates for 2017.

#### HT15-34 HERITAGE TORONTO BOARD MEETING DATES, 2017

Peter Berton **moved, seconded by** Jeffrey Clayman that the Heritage Toronto Board approve the following meeting dates for 2017:

- Wed. February 22, 2017, 6 pm
- Wed. May 10, 2017, 6 pm
- Wed. July 19, 2017, 6 pm
- Wed. September 13, 2017, 6 pm
- Wed. November 29, 2017, 6 pm.

All Board meetings will be at St. Lawrence Hall., 3<sup>rd</sup> floor, east meeting room, unless otherwise informed.

(carried)

### 3.2 Report on Activities

Ms. Wainwright presented the Executive Director's report on activities. At the September Board meeting, staff had been asked to reach out to the City's Financial Planning department with a possible business case for Canada150 program activities valued at the 2.6% reduction from the City. She was informed that the deadline for submissions had passed and that the City would be happy to work with us next year to consider a submission for 2018.

This report was represented for information and discussion.

## 4 Audit and Finance Committee

### 4.1 Approval of Heritage Toronto 2017 Budget

John Belyea, Chair of the Audit and Finance Committee presented the 2017 budget. Mr. Belyea stated that the development of the budget went through a lengthy and detailed process. The fundraising strategy (to be presented in a report by Fund Development Committee) is the template that led to the numbers in the budget.

#### HT16-35 APPROVAL OF HERITAGE TORONTO 2017 BUDGET

John Belyea **moved, seconded by** Brent Pearlman that the Heritage Toronto Board approve the 2017 budget as presented.

(carried)

### 4.2 Heritage Toronto Financial Statements to October 31, 2016

Mr. Belyea presented and reviewed the Financial Statements to October 31, 2016. Mr. Belyea noted that tour ticket sales and donations were considerably up this year.

The financial statements were received for information and discussion.

### 4.3 Minutes from Finance Committee meeting, September 7, 2016

Mr. Belyea presented the minutes from the Finance Committee meeting on September 7<sup>th</sup>.

The minutes were received for discussion and information.

## 5 Fund Development Committee

### 5.1 2017 Fundraising Strategy

Tyler Greenleaf, Chair of the Fund Development Committee presented the 2017 fundraising strategy.

Mr. Greenleaf reviewed the strategy noting that the Board's strategic objections and goals are its underlying principles.

Mr. Greenleaf also passed out copies of the 2016 annual report to Board members. He noted that donors over \$200 were listed in the report. Board members were encouraged to donate.

This report was received for information and discussion.

### 5.2 Minutes of the Fund Development Committee meeting, November 16, 2016

Mr. Greenleaf passed out copies of the minutes from the Fund Development Committee meeting on November 16, 2016 which were not included with the agenda.

The minutes were received for information and discussion.

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

### **6.1 Presentation: Year-end Operational Plan Evaluation**

Kadi Kaljuste, Chair of the MarComm Committee asked Lucy DiPietro, Manager of Marketing and Outreach to present the year-end operational plan evaluation. This presentation will be forwarded to the Board following the meeting.

### **6.2 Membership Program: Marketing Plan**

Ms Kaljuste advised that the membership plan is being developed in tandem with the fundraising strategy. The membership program: marketing plan was received for information and discussion.

### **6.3 Minutes for MarComm Committee meetings on September 29 & November 16, 2016**

The minutes from the MarComm Committee meetings on September 29<sup>th</sup> and November 16<sup>th</sup> were received for information and discussion.

## **7 Programming Committee**

### **7.1 Awards Program Assessment**

Andrew Himel, Chair of the Programming Committee presented the 42<sup>nd</sup> Annual Heritage Toronto Awards & 20<sup>th</sup> Kilbourn Lecture assessment report. Mr. Himel advised that the Awards working group is being reconstituted for planning and event support for 2017.

The report was received for information and discussion.

### **7.2 Tours Program Assessment**

Mr. Himel presented the 2016 Tours Program Overview.

The report was received for information and discussion.

### **7.3 2017 Tours Program Plan**

Mr. Himel presented the 2017 Heritage Toronto tours program plan. The plan is to maintain the 60 or 66 tour target set in previous years, but to have fewer unique tours presented more times throughout the season. It will be important to address all of the individuals who sign up on Eventbrite for our tours through marketing. The tours program will also need to be aligned with our fundraising strategy. It was suggested that a joint committee between marketing, programming and fundraising be considered.

The report was received for information and discussion.

### **7.4 Minutes from the Programming Committee, August 10, 2016**

Mr. Himel presented the minutes from the Programming Committee meeting on August 10<sup>th</sup>.

The minutes were received for information.

## **8 Historical Plaques Program Committee**

### **8.1 Report on the Selection of Five Commemorative Plaque Projects**

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

### **HT16-36 APPROVAL OF FOUR COMMEMORATIVE PLAQUES**

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

- Royal Canadian Bicycle Club
- Friar's Tavern
- Coq D'Or
- Dempsey Store
- 19<sup>th</sup> century Corktown

(carried)

## 8.2 Historical Plaques Program Review

Dr. Fair presented the recommendation from the Historical Plaques Committee to undertake a program review and evaluation in 2017. The scope and parameters of the review was detailed in the report.

### HT16-37 Historical Plaques Program Review

Richard Moorhouse **moved, seconded by** Donald Loucks that the Heritage Toronto Board approves the Historical Plaques Committee recommendation that a full-scale review and evaluation of the Historical Plaques Program be undertaken in 2017.

(carried)

## 8.3 Historical Plaque Program Committee minutes, November 23, 2016

Dr. Fair presented the minutes from the Historical Plaque Committee meeting on November 23<sup>rd</sup>. Camille Begin informed the Board about the pilot digital project for the legacy plaques that is also a pilot project for how to do a digital map for the entire plaques program. It will be up on the website soon. The minutes were received for information.

## 8.4 Plaque Unveiling Update

Dr. Fair updated the Board on recent and upcoming plaque unveilings, highlighting the December 12<sup>th</sup> plaque unveiling for the first two Downtown Yonge BIA music plaques. He hopes this event will be well attended by Board members.

The update was received for information.

## 9 Conservation & Education Committee

### 9.1 Update on Heritage Primer

Don Loucks spoke about the first Heritage Primer which was held at Downsview Park on the topic of "What is Heritage". Candice McCavitt gave details about the five speakers and the success of the event. The next Heritage Primer session will be February 11<sup>th</sup>.

Kate Marshall advised that we have been approached by the Toronto Preservation Board about shared responsibilities under Section 103 of the municipal code.

## OTHER BUSINESS

Ms. Marshall mentioned that each Board member has received an individual donation package at this meeting and she encouraged everyone to donate.

## ADJOURNMENT

The meeting was adjourned at 8:02 p.m.




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Catherine (Kate) Marshall, Chair  
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