



VANCOUVER CIVIC THEATRES BOARD

MINUTES

MARCH 21, 2013

A meeting of the Vancouver Civic Theatres Board was held on Thursday, March 21, 2013, at 12:04 pm, in the Queen Elizabeth Theatre Salon.

PRESENT: Rob Haynes, Chair
Susan Adams
Michael Noon
Wendy Soobis*
Karole Sutherland, Vice-Chair
Karen Wilson

ABSENT: Iris Woo (Leave of Absence)

ALSO PRESENT: Todd Ayotte, Interim Director, Civic Theatres
Richard Newirth, Managing Director, Cultural Services

CITY CLERK'S OFFICE: Charlene Imai, Meeting Coordinator

*Denotes absence for a portion of the meeting.

Leave of Absence Requests

MOVED by Karole Sutherland
SECONDED by Michael Noon

THAT Susan Adams be granted Leave of Absence for the Vancouver Civic Theatres Board meeting on April 18, 2013.

CARRIED UNANIMOUSLY

Approval of Minutes

MOVED by Susan Adams
SECONDED by Karen Wilson

THAT the Minutes of the Vancouver Civic Theatres Board meeting held on February 21, 2013, be approved as circulated.

CARRIED UNANIMOUSLY

1. Chair's Comments

Rob Haynes, Chair, provided an update on the status of the Vancouver Civic Theatres' webpage on the City of Vancouver's website and advised he and Todd Ayotte, Interim Director, Civic Theatres, had met with City staff, including Brenda Prosken, General Manager, Community Services; Richard Newirth, Managing Director, Cultural Services; Mairi Welman, Director, Corporate Communications; John Moreau, Content Strategist, Vancouver Services Review; and Michele Pye, Deputy Director, Vancouver Services Review; noting they will continue to meet with Ms. Prosken on a regular basis, the next meeting on April 18th.

Highlights of the update included:

Website:

- the need to address both commercial and consumer sides;
- fix the existing site - e.g., events calendar;
- if the Vancouver Civic Theatres establishes its own stand-alone website, they would have to absorb the costs;

Sales & Marketing:

- the importance of using the website as a sales tool;
- branding of Vancouver Civic Theatres as well as the individual theatres;
- addressing customer care and customers' needs and not being afraid to make changes;
- we (VCT) no longer own the marketplace and therefore must address sales;
- we (VCT) need to talk to our customers face to face;
- marketing also includes the formation of business relationships and it is important that staff attend trade shows and conventions such as the International Society of Arts Managers and the Western Alliance with goals and pre-planned meetings.

Following discussion, Messrs. Haynes and Ayotte, responded to questions.

2. Director's Report and Board Questions

Todd Ayotte advised Board members that Alicia Maluta will be working with John Moreau, Content Strategist, Vancouver Services Review, on what is currently on the Vancouver Civic Theatres website.

Mr. Ayotte commented on Ms. Maluta's outreach work to the communities, including the numerous site meetings and awareness-building initiatives.

Discussion ensued on the marketing and promoting of the Civic Theatres, Press Conferences in the Salons which have worked well, and the need for Board members to be aware of upcoming events. To this end, Mr. Ayotte agreed to provide upcoming events information at the next meeting.

Mr. Ayotte then responded to questions.

3. Committee Updates

- Resident Companies/Community Relations
- Research

Karen Wilson commented on recent events, including Ballet BC's presentation of the National Ballet of China - Swan Lake, and the Vancouver Opera's presentation of The Magic Flute, both at the Queen Elizabeth Theatre.

4. Financial Update

Todd Ayotte advised he did not have a financial update at this time but will report back at the next meeting.

5. Ticket Surcharge Discussion

Todd Ayotte reiterated that letters have gone out to current users advising them of the proposed ticket surcharge increase and requesting their feedback. To date, only one response has been received. It was noted the last increase occurred in 2010, and that increase was 25 cents.

Mr. Ayotte provided ticket surcharge costs of cities across Canada with comparable venues, and advised, for the next time an increase is proposed, he would reach out to the users earlier in order to give them opportune time to respond.

6. Success Measurement

Karole Sutherland provided an update on success measures, including:

- finding something that can be used to drive behavior - metrics help people focus on what is important;
- metrics on annual attendance at the Civic Theatres, the number of annual events held;
- utilization rate - by discipline, by event type, by venue use (granted and not granted users);
- the days and uses of the Plaza.

Ms. Sutherland and Mr. Ayotte responded to questions, and Mr. Ayotte agreed to provide a metrics spreadsheet which he can put together from the Civic Theatres database.

7. Strategic Plan Update

Richard Newirth, Managing Director, Cultural Services, provided a brief update on the status of the Strategic Plan process.

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Wendy Soobis left the meeting at 1:23 pm and did not return.

8. Request for Tickets to Service Groups

The Board addressed requests from charitable and service organizations for free tickets to Vancouver Civic Theatres events.

MOVED by Michael Noon
SECONDED by Karen Wilson

THAT, while the Vancouver Civic Theatres Board recognizes the good work being done by charitable and service organizations, event tickets are the property of those that rent the facilities, not the Vancouver Civic Theatres;

FURTHER THAT, the Vancouver Civic Theatres will encourage presenters and promoters to consider requests from these important organizations but cannot regulate the donation of tickets.

CARRIED UNANIMOUSLY
(Wendy Soobis absent for the vote)

9. New Business

There were no New Business items.

10. Adjournment

MOVED by Karole Sutherland
SECONDED by Michael Noon

THAT the Vancouver Civic Theatres Board meeting be adjourned.

CARRIED UNANIMOUSLY
(Wendy Soobis absent for the vote)

The Board adjourned at 1:26 pm.

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Next Meeting

DATE: Thursday, April 18, 2013
TIME: 12:00 noon
PLACE: Queen Elizabeth Theatre Salon