



**VANCOUVER CIVIC THEATRES BOARD**

**MINUTES**

**FEBRUARY 25, 2016**

A meeting of the Vancouver Civic Theatres Board was held on Thursday, February 25, 2016, at 12:00 pm, in the Queen Elizabeth Theatre Salon.

**PRESENT:** Rob Haynes, Chair  
Susan Adams, Deputy Chair  
Christopher Ball\*  
Sabrina Cordeiro  
Jacob Kojfman  
Wendy Soobis

**ABSENT:** James Brown (Leave of Absence)

**ALSO PRESENT:** Councillor Elizabeth Ball, Council Liaison  
Sandra Gajic, Director - Civic Theatres  
Krista Edwardson, Marketing & Communications Coordinator -  
Civic Theatres (Item 6 only)

**CITY CLERK'S OFFICE:** Charlene Imai, Meeting Coordinator

\*Denotes absence during a portion of the meeting.

**Leave of Absence Requests**

MOVED by Rob Haynes  
SECONDED by Wendy Soobis

THAT Susan Adams be granted Leave of Absence for the meeting on March 24, 2016.

CARRIED UNANIMOUSLY

**Approval of Minutes**

MOVED by Wendy Soobis  
SECONDED by Christopher Ball

THAT the Minutes of the Vancouver Civic Theatres Board meeting held on January 21, 2016, be approved as circulated.

CARRIED UNANIMOUSLY

## **VARY ORDER OF AGENDA**

The Board agreed to vary the order of the agenda to first consider Items 1, 6 and 3, in that order, followed by the remaining items.

### **1. Chair's Comments**

Rob Haynes, Chair, provided the following comments:

- Encouraged Board members to attend the International Women's Day event at City Hall on March 9, 2016;
- Gave kudos to Civic Theatres front and back-of-house staff, including Security staff;
- New equipment and lighting in the Orpheum;
- Beer tasting available at a show in the OET lobby on February 24<sup>th</sup>.

### **6. VCT Branding presentation - Q&A**

Krista Edwardson, Marketing & Communications Coordinator, provided an overview of the Vancouver Civic Theatres brand blueprint and visual identity, including background, focus, vision, mission, values, personality, style, statement and essence.

During discussion of this item, Board members offered feedback/comments on the VCT logo and tagline.

Ms. Edwardson, along with Sandra Gajic, Director - Civic Theatres, responded to questions.

Board members commended Ms. Edwardson and staff on their efforts in pulling together the branding information for presentation to the Board today.

It was agreed Ms. Edwardson would present the VCT website update at the next meeting.

### **3. Review of report to City Senior Management Team - Q&A**

Sandra Gajic, Director - Civic Theatres, provided an overview on Vancouver Civic Theatres (VCT) Revitalization, including financial sustainability, advance cultural goals and planning for the future. Ms. Gajic noted this overview had been presented to the City's Corporate Management Team.

*Christopher Ball left the meeting at 12:50 pm, and did not return.*

Ms. Gajic also reviewed, in part, the 2015 projects, financial results in 2015 vs 2014, Phase II (2016) of VCT Revitalization, VCT requests and draft VCT Organizational Chart, responded to questions.

Board members requested Ms. Gajic to respond to questions at the next meeting, regarding VCT Revitalization list of projects, after they have had a chance to review the presentation that Ms. Gajic agreed to send to them.

## 2. Report: Arts and Culture Policy Council

Wendy Soobis, VCTB's representative on the Arts and Culture Policy Council (ACPC), reported on the Arts and Culture Policy Council meeting held on January 26, 2016:

- Independent Arts and Culture Fund;
- Report on feasibility of a destination site and/or sites for signature public art works;
- Music Canada;
- Canada's 150<sup>th</sup> Anniversary;
- Community Outreach Sub-committee;
- Spaces Sub-Committee.

The minutes of the Arts and Culture Policy Council meeting held on January 26, 2016, can be obtained at: <http://vancouver.ca/docs/council/acpc20160126min.pdf> .

## 4. Financial Results 2015

Sandra Gajic, Director - Civic Theatres, reported on Item 4 during her presentation of Item 3.

## 5. Director's Report

Sandra Gajic, Director - Civic Theatres referred to her report, highlighting staffing, facilities improvements including the installation of LED lighting, and technical and production matters.

Ms. Gajic responded to questions and addressed concerns.

## 7. New Business

Board members spoke to the following:

- Placement of garbage cans;
- PuSh Festival French production well-managed by VCT staff - kudos to Ms. Gajic and her staff.

### Adjournment

MOVED by Jacob Kojfman  
SECONDED by Wendy Soobis

THAT the Vancouver Civic Theatres Board meeting be adjourned.

CARRIED UNANIMOUSLY  
(Christopher Ball absent for the vote)

### Next Meeting

DATE: Thursday, March 24, 2016  
TIME: 12:00 noon  
PLACE: Queen Elizabeth Theatre Salon

The Board adjourned at 1:39 pm.

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