



**VANCOUVER CIVIC THEATRES BOARD**

**MINUTES**

**FEBRUARY 21, 2013**

A meeting of the Vancouver Civic Theatres Board was held on Thursday, February 21, 2013, at 12:05 pm, in the Queen Elizabeth Theatre Salon.

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

**ALSO PRESENT:** Todd Ayotte, Interim Director of Civic Theatres

**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 Susan Adams

THAT Iris Woo be granted Leave of Absence for the Vancouver Civic Theatres Board meeting on March 21, 2013.

CARRIED UNANIMOUSLY

**Approval of Minutes**

MOVED by Iris Woo  
SECONDED by Michael Noon

THAT the Minutes of the Vancouver Civic Theatres Board meeting held on January 24, 2013, be approved as circulated.

CARRIED UNANIMOUSLY

## 1. Chair's Comments

Rob Haynes, Chair, introduced and welcomed Alicia Maluta, recently retained on a short term contract to work with Civic Theatres staff to oversee the Marketing, Business Development and Outreach of the Theatres.

Highlights of Mr. Haynes' comments included:

- Business Review background report, prepared by Sue Harvey in 2011, which is available for members to view;
- Photos on the walls in the Orpheum have been removed so that the walls can be re-done - the photo gallery, consisting of photos from the last 85 years, can be ready, hopefully, at the same time as the Starwall;
- Frustration with the City of Vancouver website, particularly in regard to the Civic Theatres site.

Following discussion, Mr. Haynes and Todd Ayotte, Interim Director, Civic Theatres, responded to questions.

MOVED by Karole Sutherland  
SECONDED by Michael Noon

THAT, while the Vancouver Civic Theatres Board is appreciative of the vancouver.ca website, it does not address the needs of those who rent and visit the City's Civic Theatres and, therefore, the Board requests the Chair of the Vancouver Civic Theatres Board meet with Brenda Prosken, General Manager, Community Services, to develop a solution to create an implementation plan for a more robust and engaging website.

CARRIED UNANIMOUSLY

## 2. Financial Update

Karole Sutherland provided the Board's perspective in reviewing the Statement of Revenues and Expenditures to December 2012, as well as the 2013 projected budget.

Todd Ayotte referred to and explained various items on the Statement and, along with Ms. Sutherland, responded to questions.

## 3. Committee Updates

The Leads and Co-Leads provided updates on their respective Committees, as follows:

- Customer Service/Care: Iris Woo informed the Board of the many suggestions and comments provided by Civic Theatres staff on how to improve the operation of the Civic Theatres;
- Marketing: Wendy Soobis advised she would like to meet with staff and some Board members to determine the scope of the project, noting the Marketing Committee will complement what Alicia Maluta is doing.

- Resident Companies/Community Relations: Michael Noon advised follow-ups with resident companies will continue, to monitor their experiences at the Theatres, as well as outreach to new companies to promote the Theatres. Mr. Noon also advised the Vancouver Recital Society is occupying their new office space at the Orpheum.

Karen Wilson advised the Board of the Vancouver Opera's new schedule, noting they have eliminated the Tuesday performances. Ms. Wilson attended the matinee performance of the Emerson Quartet and commented the attendance was good.

Ms. Wilson commended the security staff of Genesis Security Group for their service to the patrons of the Civic Theatres.

There was discussion on the promotion of the Civic Theatres.

- Research: Susan Adams has been tasked with the research of how theatres in North America operate in comparison to Vancouver's civic theatres. In doing so, Ms. Adams will review the Business Review background report, earlier mentioned by the Chair, and the City's 2008-2018 Culture Plan. Ms. Adams will report back to the Board on her findings, including long and short-term goals of the City, and deliverables.

#### **4. Success Measurement**

Karole Sutherland provided an update on success measures. She requested input from the Board to determine these measures, such as decreasing the number of dark nights, percentage of performances which are external and internal, percentage of performances that exceed the break-even point, and demographics. The input/feedback is to be provided directly to Ms. Sutherland, and recommendations will be brought forward to staff for review.

#### **5. Strategic Plan and Business Review Update**

Todd Ayotte advised the Board the Steering Committee is being re-formed and will consist of Karole Sutherland, Patrice Impey, Brenda Prosen and Richard Newirth.

Mr. Ayotte also advised he had met with Karen Levitt's staff to discuss the business analysis of the Plan.

Staff will then finalize any outstanding issues - what pieces need to be done, who is doing them.

#### **6. Request for Tickets to Service Groups**

Rob Haynes advised the Board receives all sorts of ticket requests for under-privileged children to attend theatre events.

Messrs. Haynes and Ayotte will meet to come up with a plan on how to manage these requests, and will report back at the next meeting.

*Wendy Soobis left the meeting at 1:15 pm.*

## **7. Director's Report**

Todd Ayotte reported on the following:

- Alicia Maluta and her role at the Civic Theatres;
- Outreach to current and potential users to promote the civic theatres;
- Proposed ticket surcharge increase - letters have gone out to current users advising them of the proposed increase and requesting their feedback.

Concerns were raised regarding the ticket surcharge increase, and Mr. Ayotte advised he had done a survey with other Canadian theatres on how much surcharge they applied to tickets. The results were comparable to Vancouver Civic Theatres.

Board members requested and Mr. Ayotte agreed to provide an analysis on the impact of different surcharge increases - eg, 25 cents, 50 cents - at the next meeting.

## **8. New Business**

Todd Ayotte responded to questions regarding the contract for the parking garage.

In regards to an email sent earlier today to Board members, and paper copies of the email distributed at the meeting, the matter of Council Advisory Committees Online was postponed to the next meeting.

## **9. Adjournment**

MOVED by Karole Sutherland  
SECONDED by Michael Noon

THAT the Vancouver Civic Theatres Board meeting be adjourned.

CARRIED UNANIMOUSLY

The Board adjourned at 1:48 pm.

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## **Next Meeting**

DATE: Thursday, March 21, 2013  
TIME: 12:00 noon  
PLACE: Queen Elizabeth Theatre Salon