



VANCOUVER CIVIC THEATRES BOARD

MINUTES

APRIL 18 , 2013

A meeting of the Vancouver Civic Theatres Board was held on Thursday, April 18, 2013, at 12:04 pm, in the Queen Elizabeth Theatre Salon.

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

ABSENT: Susan Adams (Leave of Absence)

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

CITY CLERK'S OFFICE: Charlene Imai, Meeting Coordinator

Leave of Absence Requests

MOVED by Karole Sutherland
SECONDED by Karen Wilson

THAT Michael Noon be granted Leaves of Absence for the Vancouver Civic Theatres Board meetings on May 23 and June 20, 2013.

CARRIED UNANIMOUSLY

Approval of Minutes

MOVED by Karole Sutherland
SECONDED by Michael Noon

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

CARRIED UNANIMOUSLY

1. Chair's Comments

Rob Haynes, Chair, commented on the following:

- requested that any Board or staff member who has an item on the agenda that includes printed material, that the material be distributed to the Board in advance of the meeting in order to provide members time to review it before the meeting;
- in light of what happened at the Boston Marathon, Mr. Haynes requested Todd Ayotte, Interim Director, Civic Theatres, to provide the Board with information regarding Vancouver Civic Theatres' Emergency Response Plan should a similar tragedy occur in the area of the theatres;
- the proposal for a new Vancouver Art Gallery at 688 Cambie Street is being considered by Council on April 23, 2013, and speakers will be heard at the Standing Committee on Planning, Transportation and Environment meeting on April 24, 2013; concerns were expressed about the impact of the VAG construction on the Cambie side of the theatres - loading dock, stage door, etc. It was suggested and agreed that Mr. Haynes, as Chair of the Board, set up meetings with the VAG Board to be informed of the status - keep open lines of communication;
- the new Starwall at the Orpheum has received many compliments. Councillor Ball and Board members thanked Mr. Haynes for all his hard work in bringing the Starwall to fruition.

Mr. Haynes responded to questions.

2. Director's Report

Todd Ayotte, Interim Director, Civic Theatres, reported as follows:

- zero waste implementation has begun throughout the Theatres;
- an independent consultant has been retained and he will be tasked with producing custom metrics spreadsheets regarding Civic Theatres operations - use of, bookings, etc. - on a regular basis; the timeline for completing the report-building process is not finalized; the Board asked that a draft report form be brought forward when available for review;
- update on Alicia Maluta's work, including outreach/marketing of the Theatres;
- Billy Elliott show was a success. It was suggested actual performance results (including attendance and financial results) be reported for these types of events and submitted in writing to the Board for information. Possible outreach opportunities was discussed.

3. Committee Updates

Resident Companies/Community Relations

Karen Wilson provided comments on the following:

- concerns have been expressed by audience members regarding their troubles in finding the Orpheum Annex;
- sought clarification on staffing for carpentry work in the Annex;
- Board agreement that Ms. Wilson provide packages of brochures of upcoming events at the Theatres for 2013.

Customer Care Project

Rob Haynes advised Sue Adams has agreed to assist him and Iris Woo with this project. He then commented on the next steps in the process of incorporating any staff input that can be done. As a follow-up, Mr. Ayotte will be sending a memo to staff. Mr. Haynes requested the memo be forwarded to him, Ms. Woo and Ms. Adams for review prior to distribution to staff.

Marketing

Wendy Soobis provided an update on the status of her marketing project, and asked for clarification regarding:

- any Terms of Reference?
- whether marketing fits into the new Business Review?
- will there be any marketing support forthcoming?

Discussion ensued on the Vancouver Tourism survey and the need for a Civic Theatres marketing department as part of the recommendations coming out of the Business Review.

4. Financial Update

Todd Ayotte provided a financial update on the first quarter, noting there were 11 new users in the Playhouse, and there was significant increase in the use of the Orpheum Annex - artists and renters have provided positive responses.

5. Strategic Plan Update

Karole Sutherland updated Board members on the current status of the Strategic Plan, adding Sue Harvey has been retained as an external consultant.

The Board requested to see the Strategic Plan in advance of it going to Council.

Mr. Haynes and Board members thanked Ms. Sutherland for her participation and contribution to the Strategic Plan process.

6. New Business

In response to questions, Todd Ayotte advised the parking garage contract is still in negotiations.

Concerns were raised about the impact on Theatres staff and patrons during construction of the Vancouver Art Gallery. Also, the difficulties patrons are having in finding the Orpheum Annex was again mentioned. In this regard and, in the interim, a number of suggestions were made and Mr. Ayotte agreed to the following:

- create signage for the entrance door to the Orpheum Annex;
- create signage for the Orpheum entrance directing people to the Annex; and
- have a sandwich board created for use at the entry of the Annex to create more visibility.

7. Adjournment

MOVED by Karole Sutherland
SECONDED by Michael Noon

THAT the Vancouver Civic Theatres Board meeting be adjourned.

CARRIED UNANIMOUSLY

The Board adjourned at 1:40 pm.

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Next Meeting

DATE: Thursday, May 23, 2013
TIME: 12:00 noon
PLACE: Queen Elizabeth Theatre Salon