

This meeting of the Heritage Toronto Board was held on December 11, 2024 from 6:00-7:30 p.m. at St. Lawrence Hall, 157 King St. East, 3rd floor, Toronto.

PRESENT: Liza Chalaidopoulos (Chair)
Christopher Castellano
Dilys Chan
Peter Ignazi
Jeff Junke
Suzanne Kavanagh
James Lane
Harmeet Singh Sandhu
Colin Smillie
Sarah Watson

REGRETS: Bradley Evoy
Councillor Parthi Kandavel
Gretchen Mangahas
Melissa Nugegoda
Councillor Gord Perks
Hana Syed

ALSO PRESENT: Allison Bain, Executive Director
Chris Bateman, Plaques Manager
Laura Carlson, Public Programs Manager
Lucy Di Pietro, Marketing and Communications Manager
Roshni Nayar, Operations Coordinator (recording)
Skye Sommerhalder, Operations Assistant
Meg Sutton, Plaques Coordinator
Andrea Switzer, Development Manager

A. OPENING REMARKS, AGENDA, AND MINUTES

The Chair called the meeting to order at 6:17 PM.

1. Acknowledgement of Traditional Territory

Liza Chalaidopoulos delivered a land acknowledgement to start the meeting.

2. Introduction and Opening Remarks by Chair

The Chair welcomed everyone to the last Board meeting of the year.

3. Approval of Agenda

HT 24-24: APPROVAL OF AGENDA for the December 11, 2024 Board Meeting of Heritage Toronto. (carried)

Moved by Suzanne Kavanagh, seconded by Colin Smillie, and approved unanimously.

4. Declarations of Confidentiality and Conflicts of Interest

No conflicts of interest were declared.

5. Approval of Minutes of the Previous Board Meeting

HT 24-25: APPROVAL OF MINUTES of the meeting of the board of Heritage Toronto held September 17, 2024. (carried)

Moved by Jeff Junke, seconded by Dilys Chan, and approved unanimously.

B. CONSENT AGENDA

HT 24-26: APPROVAL OF CONSENT AGENDA (carried)

Moved by James Lane, seconded by Christopher Castellano, and approved unanimously.

C. REPORTS

1. CHAIR OF THE BOARD

Several Board members' terms have ended or expired. Martin Green, who served on the Executive Committee and played an integral role in Strategic Planning, has concluded his term. Similarly, Aaron Sanderson, who most

recently served on the Executive Committee, has concluded his term. John McAlister, who served as the Chair of the Development Committee, has concluded his term. Finally, Gretchen Mangahas has stepped down from the Board. The Chair thanked Mr. McAlister, Mr. Green, Ms. Mangahas, and Mr. Sanderson for their service.

Ms. Chalaidopoulos raised the issue of optimal Board size and structure discussed at the last Board meeting. It was suggested that a task force, comprised of three staff members and three board members, be struck at the meeting as moving quickly on the task force would optimize the chances of this item being included the City Council's agenda in a timely manner in 2025. Additionally, although the city has agreed to not fill empty seats until recommendations are submitted, they may have to appoint new members if the process goes beyond the second quarter.

Christopher Castellano, Suzanne Kavanagh, and James Lane volunteered to join the task force. In addition to serving herself, Ms. Bain will nominate two staff members to join the task force. James Lane noted that input from all Board members who are not formally on the Task Force is welcomed.

HT 24-27: MOTION TO STRIKE A TASK FORCE TO BRING FORWARD RECOMMENDATIONS FOR THE RESIZING AND RESTRUCTURING OF THE BOARD OF DIRECTORS

(carried)

Moved by James Lane, seconded by Sarah Watson, and approved unanimously.

Finally, the Chair noted that her term expires in February 2026 and succession planning should begin.

2. PROGRAMS COMMITTEE

Sarah Watson delivered an update on Programs. During the most recent Programs Committee meeting, members reviewed the year-end report. All board members are encouraged to review the insightful data collected on Heritage Toronto's Programs included within the Board package.

During the committee meeting, committee members discussed the 2024 food tours and addressed the challenges faced in selling tickets. Additionally, two plaque applications were reviewed.

3. DEVELOPMENT COMMITTEE

Liza Chalaidopoulos remains the Interim Chair of the Development Committee and welcomed Board members to reach out if they are interested in joining or chairing the committee.

As the year end campaign is underway, Ms. Chalaidopoulos encouraged Board members are encouraged to reach out to their contacts to secure corporate donations. Andrea Switzer confirmed the budgeted target is \$35,000. She will be seeking Board members to sign up to call and thank donors.

Each year, the goal is for a 100% participation rate for the Board of Directors in the agency's fundraising efforts. This statistic carries significant weight when approaching foundations and other possible funders. Ms. Chalaidopoulos encouraged board members to, once again, reach this goal.

Initial brainstorming for the 50th Heritage Toronto Awards will take place in the new year. Suzanne Kavanagh requested to connect with Laura Carlson and Andrea Switzer to discuss ideas for the 2025 Heritage Toronto Awards.

4. MARKETING AND DIGITAL MEDIA

Colin Smillie delivered an update on the completed website project, noting that website traffic has surpassed pre-pandemic traffic, and all metrics are up. It is much improved, far more user friendly, and now meets AODA requirements.

Mr. Smillie also noted that the pilot to further employ digital ads was proven to increase ticket sales for tours.

5. FINANCE AND AUDIT COMMITTEE

James Lane reviewed the financial statements as of October 31, 2024.

Expenses and revenues continue to track close to the budget. There is a concern that year-end campaign revenues will not meet target. Due to bandwidth, the agency will also defer Equity Heritage Initiative revenues and expenses into 2025 with no net effect.

6. YEAR END REPORT

Heritage Toronto staff delivered a year-end report to the Board.

D. OTHER BUSINESS

HT 24-28: MOTION TO APPROVE BOARD OF DIRECTORS' 2025 MEETING DATES:

Thursday, March 20, 6:00 PM - 7:30 PM

Wednesday, June 18, 6:00 PM - 7:30 PM

Wednesday, September 17, 6:00 PM - 7:30 PM

Wednesday, December 10, 6:00 PM - 7:30 PM

(carried)

Moved by Liza Chalaidopoulos, seconded by Christopher Castellano, and approved unanimously.

The Executive Committee, comprised of Ms. Chalaidopoulos and Mr. Lane, encouraged board members to join them downstairs at Biaggio at the end of the meeting.

There being no other business, the meeting was adjourned at 7:30 p.m.