

This meeting of the Heritage Toronto Board was held on March 21, 2023 from 6:00-7:30 pm via Zoom video call.

PRESENT:

Liza Chalaidopoulos (Chair)	Dilys Chan
Anne Deck	David Ecclestone
Bradley Evoy	Martin Green
Peter Ignazi	Jeff Junke
Suzanne Kavanagh	Sandy Kedey
Gretchen Mangahas	John McAlister
Joel Peters	Sanah Rizvi
Aaron Sanderson	Colin Smillie
Sarah Watson	

REGRETS:

Christopher Castellano
Lori Davison
James Lane
Councillor Josh Matlow
Councillor Gord Perks

ALSO PRESENT:

Victoria Atteh, Programming Coordinator
Allison Bain, Executive Director
Chris Bateman, Manager, Plaques
Laura Carlson, Manager, Public Programs
Mira Celper, Development Coordinator
Lucy Di Pietro, Manager, Marketing and Communications
Andrew Himel, Programs Committee Member
Claire Jansen-Faught, Project Coordinator
Heather Kingdon, Operations Coordinator
Candice McCavitt, Manager, Development
Jingshu Yao, Programs Coordinator

A. OPENING REMARKS, AGENDA, AND MINUTES

1. Call to Order

Liza Chalaidopoulos called the meeting to order at 6:03.

2. Acknowledgement of Traditional Territory

Ms. Chalaidopoulos made an Indigenous land acknowledgement to start the meeting.

3. Introduction and Opening Remarks by Chair

Ms. Chalaidopoulos welcomed everyone to the meeting. She noted all current and upcoming programs, including her recent attendance at a plaque unveiling on February 8.

Ms. Chalaidopoulos announced that Aaron Sanderson is stepping down as chair of the Development Committee, and John McAlister will be stepping into the role. She thanked Mr. Sanderson for all his hard work as chair. Ms. Chalaidopoulos also announced that Kristen McLaughlin has resigned, thanked Ms. McLaughlin for her work with the agency, and wished her the best in her new role.

4. Approval of Agenda

HT 23-01: APPROVAL OF AGENDA for the March 21, 2023 Board Meeting of Heritage Toronto. **(carried)**

Moved by Suzanne Kavanagh, seconded by Bradley Evoy and approved unanimously.

5. Declarations of Confidentiality and Conflicts of Interest

No conflicts of interest were declared.

6. Approval of Minutes of the Previous Board Meeting **(carried)**

HT 23-02: APPROVAL OF MINUTES of the meeting of the board of Heritage Toronto held December 14, 2022.

Moved by Joel Peters, seconded by Peter Ignazi and approved unanimously.

B. CONSENT AGENDA

HT 23-03: APPROVAL OF CONSENT AGENDA **(carried)**

Moved by Bradley Evoy, seconded by Anne Deck and approved unanimously.

C. REPORTS

1. CHAIR OF THE BOARD

Given that committee terms are one year, except for Juries at two-year terms, Ms. Chalaidopoulos encouraged board members to explore new committees if interested by reaching out to committee chairs. She asked that committee chairs email her a list of committee members by March 31st so that it can be distributed and updated in the Board Manual.

3. PROGRAMS COMMITTEE

Sarah Watson noted upcoming program highlights including Doors Open, the geographic expansion of the tours program, and the free festival tours. A diverse group of seven plaque applications have been reviewed and she highlighted the upcoming plaque unveiling for Jackie Shane and the production of two plaques commemorating the Chinese Exclusion Act.

Upon inquiry by Mr. Sanderson about whether the Jackie Shane plaque unveiling event could be timed to Pride month, Mr. Bateman noted the plaque had been initiated by the producer of a documentary which is planned to screen during pride month with Jackie Shane's family in attendance.

Mr. Bateman gave a plaques update, noting that the plaques analysis taking place in 2023 will include a review of the price structure for the program; accessibility will be considered but the cost of plaques will likely rise.

Mr. McAlister asked if there were options for the \$8.00 tour fee to be waived. Although not available on the regular tour season, Laura Carlson noted that accessibility had been heavily discussed, hence the launch of free tours at targeted festivals.

Joel Peters commented that the fee being \$8.00 means that staff may be required to carry change on tour. Ms. Carlson noted that participants are encouraged to purchase a ticket online to minimize the cash purchases that happen onsite.

Mr. Peters asked whether staff would need to turn people away who are unable to provide the fee. Ms. Bain responded that, if it is an audio headset tour, they will need to pay the fee. If the tour happens to be a loudspeaker tour, staff and volunteers will not be expected to ask people to leave.

Mr. McAlister asked whether it has been considered that changing the tour model will affect donations.

Ms. McCavitt replied that the average donation has now only been projected at \$3.00 as opposed to the previous level of \$5.78 per person. Ms. Bain added that virtually all arts programs charge a fee and this pilot is an exploratory effort to mitigate the increasingly downward trend of revenue surpluses from the program.

Mr. Sanderson expressed support for the pilot project and the agency's decision to focus its efforts on one strategy as opposed to trying to juggle two different models, as was seen in 2022. Mr. McAlister noted that the agency having more fee-based programming may require a reassessment of messaging around donations.

4. MARKETING AND DIGITAL MEDIA

Peter Ignazi noted two main projects this year, the State of Heritage Report and the website revitalization, which will impact staff time and budget. Consequently, there will be less focus on social media and digital this year.

Colin Smillie gave an update on the website revitalization. Although the update may be modest in scope, it will focus on crucial updates including rebuilding pages, page load times, improvements to the image library and compliance with accessibility standards. Discussion ensued about challenges on the current website.

5. FINANCE AND AUDIT COMMITTEE

Ms. Bain noted that normally the chair of the Finance and Audit Committee would present the findings of the financial audit but, in James Lane's absence, she would review the financial information.

Ms. Bain reviewed the draft 2022 Audited Statements and all related materials. She noted one key change from previous year end projections seen by the board. Previously, the agency had secured permission from the City of Toronto to release a restricted fund of \$36,036 for use in its operations and that revenue had been reflected in the projected year end revenue projections. However, the agency's accountants have now determined that the agency can only access the \$36,036 by incurring deficits. Therefore, the agency has accessed approximately ½ of the fund in 2022 and will access the remaining monies in future years.

HT 23-04: APPROVAL OF 2022 DRAFT AUDITED FINANCIAL STATEMENTS (carried)

Moved by Martin Green seconded by Bradley Evoy and approved unanimously.

Ms. Bain reviewed the 2023 Operating Budget. She reminded the board that they had approved a preliminary operating budget for submission to the City at its December meeting. However, now that the City has confirmed its specific investment level, the agency can confirm its operating budget. There are only a few significant differences from the December version: forecasted plaques revenue have been reduced by 11.5% to allow time for an analysis of the program; forecasted equity expenses see \$27,000 unallocated to date; and the vacant manager position staffing expense is based on filling the position in June.

HT 23-05: APPROVAL OF THE 2023 OPERATING BUDGET DATED FEBRUARY 28, 2023 (carried)

Moved by Martin Green seconded by Suzanne Kavanagh and approved unanimously.

D. OTHER BUSINESS

Ms. Bain thanked the board for their assistance in approving the draft 2022 audited financial statements and encouraged board members to contact her if they had further questions. She also thanked the board for their continued work within the committees, despite the challenges of meeting remotely.

Suzanne Kavanagh praised staff for assembling an organized and clear board package.

Ms. Kedey asked about what will happen now that board member Josh Matlow has declared himself as a mayoral candidate. Ms. Bain responded that, during an election, Councilors continue with their work, including serving on boards.

Ms. Chalaidopoulos expressed her hope the board will be able to meet in person soon, whether in a formal or social setting. She looks forward to seeing everyone on tours and at plaque unveilings.

There being no other business the meeting was adjourned at 7:12 p.m.