

This meeting of the Heritage Toronto Board was held on June 19, 2024 from 6:00-7:30 p.m. at St. Lawrence Hall (157 King St. East, 3<sup>rd</sup> floor, Toronto).

PRESENT: Liza Chalaidopoulos (Chair)  
Christopher Castellano  
Martin Green  
Peter Ignazi  
Jeff Junke  
Suzanne Kavanaugh  
James Lane  
John McAlister  
Melissa Nugegoda  
Aaron Sanderson  
Harmeet Singh Sandhu  
Colin Smillie  
Sarah Watson  
Councillor Parthi Kandavel

REGRETS: Allison Bain, Executive Director  
Dilys Chan  
Gretchen Mangahas  
Councillor Gord Perks  
Hana Syed

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

## **A. OPENING REMARKS, AGENDA, AND MINUTES**

### **1. Call to Order**

Liza Chalaidopoulos called the meeting to order at 6:08 p.m.

### **2. Acknowledgement of Traditional Territory**

Liza Chalaidopoulos made a land acknowledgement to start the meeting.

### **3. Introduction and Opening Remarks by Chair**

Liza Chalaidopoulos welcomed everyone to the meeting, noting the absence of the Executive Director. She welcomed four new staff members: Roshni Nayar, Skye Sommerhalder, Shannon Buskermolen, and Katie Matthews. Ms. Chalaidopoulos invited the new staff to introduce themselves.

Liza Chalaidopoulos also welcomed Councillor Kandavel to his first Heritage Toronto Board meeting. Councillor Kandavel expressed his commitment to the organization's work and his specific interest in the proposed Bomb Girls of Scarborough plaque, an agenda item, and its approval process. Chris Bateman advised that the plaque production process will commence once the necessary funding is secured.

### **4. Approval of Agenda**

**HT 24-08: APPROVAL OF AGENDA for the June 19, 2024 Board Meeting of Heritage Toronto. (carried)**

Moved by Aaron Sanderson, seconded by Colin Smillie, 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**

**HT 24-09 APPROVAL OF MINUTES of the meeting of the board of Heritage Toronto held March 19, 2024. (carried)**

Moved by Sarah Watson, seconded by Christopher Castellano, and approved unanimously.

## **B. CONSENT AGENDA**

## **HT 24-10: APPROVAL OF CONSENT AGENDA**

**(carried)**

Moved by Aaron Sanderson, seconded by Colin Smillie, and approved unanimously.

### **C. REPORTS**

#### **1. CHAIR OF THE BOARD**

Liza Chalaidopoulos expressed gratitude to Anne Deck, David Ecclestone, Joel Peters, and Sanah Rizvi, whose terms have now concluded, for their service on the Board.

With the Tours season well underway, Ms. Chalaidopoulos reiterated the expectation for Board members to participate. Responsibilities include providing introductions, closing remarks, and encouraging donations. Board members should commit to a minimum of three tours throughout the season. Ms. Chalaidopoulos announced that the new platform for tour sign-ups has been implemented.

The Chair announced that the Annual Heritage Toronto Awards will take place on October 28 and that a calendar invite to Board members will be sent out by staff shortly.

Ms. Chalaidopoulos noted that 2025 will mark the 50th Annual Heritage Toronto Awards. Ideas for commemorating this milestone are welcome. Board members were also encouraged to speak with staff about potential nominees for the 2024 event.

#### **2. PROGRAMS COMMITTEE**

Sarah Watson emphasized that all Board members should be registered on the Sling platform to facilitate their tour participation.

Ms. Watson reported that two plaque unveilings have already taken place this season, 11 plaques have been successfully installed, and an additional seven plaques have been completed. Furthermore, Ms. Watson highlighted that the current Tours season features 15 new tours, with half of these developed by Emerging Historians.

#### **3. DEVELOPMENT COMMITTEE**

John McAlister reported that Tours sponsorship has exceeded the \$35,000 goal, currently at \$37,000. Additionally, Awards sponsorship has reached \$65,000 of the \$95,000 target. Mr. McAlister requested Board members to contact Andrea Switzer with potential sponsorship leads.

Mr. McAlister then introduced new fundraising initiatives for the fall: an online auction (target of \$6,000-\$8,000 in revenue raised) and a 50/50 draw. In providing some details about both initiatives, Mr. McAlister emphasized that the auction would run throughout the fall, separate from the Awards banquet, but contingent upon Board assistance especially in securing quality auction items. Ms. Switzer also confirmed that a 50/50 draw required a license from the City of Toronto.

The two proposals were discussed especially with respect as to how they align with the organization's main fundraising effort - the Awards event - and the previous ask from the stage. Suzanne Kavanaugh expressed support for the initiatives and some concern about solicitation during the Awards event itself. Martin Green inquired about the previous year's fundraising results. Ms. Switzer reported that the 2023 event raised just over \$2,500 from the Ask From The Stage, marking it as the least successful in the past 5 years. To reframe the ask for 2024, Jeff Junke suggested exploring matching donations, and Aaron Sanderson proposed framing sponsorships as these donation matches.

The Board decided to continue brainstorming ideas for Heritage Toronto's fundraising efforts and will reach out to their networks for potential sponsorship leads and auction item donations.

#### **4. MARKETING AND DIGITAL MEDIA**

Colin Smillie reported that the website development project is nearing completion, with only minor adjustments needed to some page templates. Mr. Smillie confirmed that the back-end functionality is performing well. He further noted that the team discussed additional ways to enhance the promotion of the Awards to increase engagement. These suggestions have been shared with staff.

The State of Heritage project is ongoing—and Mr. Smillie noted that the primary factor in its delay is staff availability and resources. The Committee did discuss the probability and of a Fall launch and its desirability given alignments with the Awards.

Mr. Smillie concluded his update by noting the committee is welcoming another new external committee member.

#### **5. FINANCE AND AUDIT COMMITTEE**

James Lane presented the following investment proposal for the organization's restricted funds: a portfolio allocation of 70% low-risk and 30% moderate-risk investments, and that funds would be invested for a minimum of five years to ensure adequate liquidity.

Mr. Lane informed the Board that the Finance Committee would meet on Friday, June 21, to discuss which funds should be allocated for investment. The Board agreed to receive annual reports on these investments.

Mr. Lane provided a general update on the organization's current financial status, which is closely aligned with the budget, and detailed some changes in programming-related expenses and revenue, and noted the increased contract costs related to the website project. He emphasized that most of the financial activity, both in terms of revenue and expenditure, typically occurs in the second half of the year.

Mr. Lane reviewed the re-issued audited 2023 financial statements, which resulted from deliberations on how to record increased audit costs and the resulting direction from the city to take funds from the organization's reserves in order to request the new audit fees from the city.

**HT 24-11: MOTION APPROVAL of the re-issued 2023 draft Audited Financial statements (carried)**

Moved by Suzanne Kavanaugh, seconded by Martin Green, and approved unanimously.

**HT 24-12: MOTION APPROVAL TO UTILIZE \$52,729, SUBJECT TO ANY AUDIT ADJUSTMENT, FROM THE INTERNALLY RESTRICTED HERITAGE INNOVATION FUND FOR THE PURPOSE OF WEBSITE REVITALIZATION (carried)**

Moved by Colin Smillie, seconded by Melissa Nugegoda, and approved unanimously.

**D. OTHER BUSINESS**

Aaron Sanderson expressed his concerns about the Heritage Toronto Board appointment process, managed by the City of Toronto, and the number of expired members still serving as well as vacant seats. Mr. Sanderson also led a conversation on whether this represented an opportunity to reconsider needs on the size and composition of the Board.

The discussion concluded, and the Board decided to move in camera to discuss the Executive compensation policy.

**HT 24-13: MOTION TO GO IN CAMERA (carried)**

Moved by Martin Green and seconded by James Lane.

**HT 24-14: MOTION TO GO OUT OF IN CAMERA (carried)**

Moved by James Lane and seconded by Sarah Watson.

**HT 24-15: MOTION TO ADJOURN MEETING**

**(carried)**

There being no other business the meeting was adjourned at 7:45 p.m.