

BOARD OF DIRECTORS MINUTES

This special meeting of the Heritage Toronto Board of Directors was held on February 4th, 2021, 6-6:30 over Zoom video call.

PRESENT:

Richard Moorhouse (Chair)	Peter Berton
Fallon Butler	Liza Chalaidopoulos
Lori Davison	Martin Green
Peggy Hornell	Peter Ignazi
Jeff Junke	Louis Kan
Sandy Kedey	Sean Kheraj
James Lane	Aaron Sanderson
Linda Strachan	Leslie Thompson
Karen Whaley	Jay Pariseau

REGRETS:

- Councillor Mike Colle
- Juliet French
- Claire Nelischer

ALSO PRESENT:

- Allison Bain, Executive Director
- Chris Bateman, Acting Manager, Plaques and Public Education
- Laura Carlson, Manager, Public Programs
- Lucy Di Pietro, Manager, Marketing and Communications
- Heather Kingdon, Operations Coordinator
- Candice McCavitt, Manager, Development
- Andrew Himel, Programming Committee

A. OPENING REMARKS, AGENDA AND MINUTES

1. Call to Order

Richard Moorhouse called the meeting to order at 6:02 pm.

2. Acknowledgement of Traditional Territory

Mr. Moorhouse made an Indigenous land acknowledgement to start the meeting.

Mr. Moorhouse reminded the board about the launch of *Sounds like Toronto*, and congratulated those who had a hand in creating it.

B. ELECTION OF CHAIR OF BOARD OF DIRECTORS

Mr. Moorhouse asked Liza Chalaidopoulos leave the Zoom call. Ms. Chalaidopoulos excused herself from the Zoom call for the duration of the motion.

Aaron Sanderson expressed his approval of Ms. Chalaidopoulos being chair.

1. HT 21-01: ELECTION OF THE CHAIR OF BOARD OF DIRECTORS (carried)

Moved by Louis Kan seconded by Leslie Thompson and approved unanimously.

Ms. Chalaidopoulos was welcomed back to the Zoom call.

Mr. Moorhouse congratulated Ms. Chalaidopoulos on her new role as Chair.

Ms. Chalaidopoulos noted that she has seen the team do amazing work over the last few years and is honoured to have the opportunity to continue this work going forward in her role as Chair. She expressed her gratitude and thanked the board.

C. EXECUTIVE UPDATE (verbal)

A verbal update was given by Allison Bain on Heritage Toronto's work so far in 2021 and in the months to come.

She noted that the audit was to begin the following week and was on an accelerated schedule, but that she was confident in the agency's numbers this year. She applauded her colleagues on their spring projections and being fiscally responsible. A draft of the 2021 budget was to be in the works in which a key factor is the city's grant.

Ms. Bain reminded everyone that *Sounds like Toronto*, the largest digital project the agency has ever had a hand in creating, had launched. She congratulated the work of Laura Carlson who took on the project a year ago in 2020, and did outstanding work. Ms. Bain also congratulated Lucy Di Pietro on her tremendous publicizing efforts that allowed many to see the site.

Ms. Bain noted that the public tours season was being planned based on a reduced schedule for Aug – Oct, 2021, with a maximum of 25 people attending each tour. The attendees will be using new audio equipment that the agency has acquired to allow for social distancing.

With regards to the Heritage Toronto Awards, Ms. Bain said that it is currently up in the air whether it would run in 2021, and a decision would need to be made at the April board meeting.

Ms. Bain explained that the plaques program was running smoothly with the first plaque having gone into production in the previous month (Jan). She noted that 2021's program will have a focus on Black and Indigenous History.

Marketing and Communications, as Ms. Bain noted, is going forward as planned focusing on the agency's digital media plan and highlighting Black and Indigenous history.

Ms. Bain mentioned that in the Development department, numerous grant requests had been put out to help with programming in 2021. Miziwe Biik approved continuing their partnership with the agency for 2021. This includes a fully funded contract in the Development department.

Ms. Bain noted that three emerging historian contacts had already been issued and that York University agreed to continue their paid partnership. The university plans to issue 2 paid contracts for 2021.

D. MEMBER/DONOR AMALGAMATION UPDATE (verbal)

Mr. Moorhouse noted that in July 2020 the board of directors approved the amalgamation of the agency's donor and member programs. There was no chance to discuss the details of this amalgamation at the time, so he welcomed Aaron Sanderson and Candice McCavitt to present.

Aaron Sanderson discussed the amalgamation of the programs and noted that he wanted talk to the board about what went into the decision, how it was communicated, and what the results were. He stated that the organization has done amazing things, particularly in 2020, and that the overall sentiment from people he had spoken to over the last year has been very positive.

Mr. Sanderson noted that he, along with the Development Committee, noticed some inefficiencies in terms of having two different programs that were almost identical. This created more work for those managing it. He and the team consulted other people and took time to understand the situation and really think about what actions they could take. He wanted to thank Fallon Butler in particular for her insight in this area. Mr. Sanderson noted that risk mitigation played a factor in their decision to amalgamate the programs. One reason for this change, aside from eliminating duplicated work on behalf of HT staff, was the need to eliminate donor confusion. Combining the programs helped to streamline the donor program.

He explained that communicating this change with the donors became a priority – not just to current donors, but to lapsed donors as well. This was done directly and through the agency's e-news. A result was that the average gift amount increased 101% from \$65.52 in 2019 to \$131.59 in 2020. Those who had previously supported the agency continued to support it, which means that the organization maintains a strong group of core supporters. With the amalgamation, the agency can be more strategic in planning donor events in a way that will allow top donors and biggest supports to be more recognized.

Mr. Sanderson welcomed Ms. McCavitt to say a few words. Ms. McCavitt noted that Mr. Sanderson had covered everything and that if anyone had questions they could reach out to her.

Mr. Moorhouse opened the floor for questions.

Ms. Chalaidopoulos asked if events held previously for members only were now open to all.

Mr. Sanderson explained that with to previous members-only events, many of those who attended were also donors in general, which means that they were duplicating people. For example, if someone is a member but also a donor, they may be one of the agency's top supporters but were not recognized as such and only were

recognized as members. He noted that the programs were not targeting the largest supports accurately.

Mr. Sanderson thanked everyone who contributed to making the change in the program.

E. OTHER BUSINESS

Mr. Moorhouse asked if there was any other business that the group would like to discuss.

Ms. Chalaidopoulos thanked Mr. Moorhouse again for his support and leadership.

HT 21-02: MOTION TO ADJOURN THE MEETING

Moved by Martin Green, the meeting was adjourned at 6:30pm.

Richard Moorhouse, Chair