

This meeting of the Heritage Toronto Board was held on July 14, 2021 from 6:00 -7:30 p.m. As per direction by the City of Toronto in accordance with Toronto Public Health guidelines, this meeting was held remotely via Zoom video call.

PRESENT:           Liza Chalaidopoulos (Chair)           Peter Berton  
                      Fallon Butler                            Juliet French  
                      Martin Green                           Peggy Hornell  
                      Peter Ignazi                               Jeff Junke  
                      Louis Kan                                 Sean Kheraj  
                      Claire Nelischer                       Aaron Sanderson  
                      Sandy Kedey                             Linda Strachan  
                      Leslie Thompson                       Karen Whaley

REGRETS:           Councillor Mike Colle  
                      Lori Davison  
                      Councillor Paula Fletcher  
                      James Lane  
                      Jay Pariseau

ALSO PRESENT:   Allison Bain, Executive Director  
                      Chris Bateman, Manager, Plaques and Public Education  
                      Alicia Campagnolo, Programs Assistant (York University intern)  
                      Laura Carlson, Manager, Public Programs  
                      Lucy Di Pietro, Manager, Marketing and Communications  
                      Steven Kellier, Public Programs Coordinator  
                      Heather Kingdon, Operations Coordinator  
                      Candice McCavitt, Manager, Development  
                      Andrew Himel, Programming Committee  
                      Sundus Saba, Programs Assistant (York University intern)

Guest Presenters - TD Give to Grow Leadership Program:

Allison Gilliss – Sr. Manager Strategic Planning and Support  
Jamie Kruspel – Sr. Manager Digital Channel  
Sandra Morris – Sr. Manager Service Platform  
Eva Hamilton – Sr. Audit Group Manager  
David Gates – Branch Manager |||  
Rob Miller – Sr. Manager Retail Products  
Parvez Yusufji – Agile Practice Lead

Zachary Pryor – Sr. Manager Real Estate Secured Lending Product

Leading With Impact Observers from TD:

Andi Kayiatos

Andia Porretta

Stephanie Lundy

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

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

Liza Chalaidopoulos called the meeting to order at 6:05pm.

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

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

### **3. Introductions and Opening Remarks by Chair and Executive Director**

Ms. Chalaidopoulos welcomed everyone to the meeting, including the visiting guests from TD's Give to Grow Leadership Program, and thanked everyone for their hard work over the last few months.

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

**HT 21-12: APPROVAL OF AGENDA** for the July 14, 2021 Board Meeting of Heritage Toronto. **(carried)**

Moved by Peter Berton, seconded by Sandy Kedey, and approved unanimously.

### **5. Declarations of Confidentiality and Conflict of Interest**

No conflicts of interest were declared.

### **6. Approval of Minutes of Previous Board Meeting**

**HT 21-13: APPROVAL OF MINUTES** of the meeting of the Board of Heritage Toronto held April 14th, 2021. **(carried)**

Moved by Leslie Thompson, seconded by Peter Ignazi, and approved unanimously.

## **B. CONSENT AGENDA**

Ms. Bain welcomed the guests from TD's Give to Grow Leadership Program and thanked them for their work on the Digital Plan Report and Recommendations. Ms. Bain introduced the three Emerging Historians in attendance and outlined the scope of their contracts with the agency.

Further to the materials enclosed in the Consent Agenda, Ms. Bain provided a brief update on programming:

- Plaque in-person unveilings have been relaunched in accordance with public health restrictions. Heritage Toronto has recently partnered with the Ontario Black History Society to produce two plaques featuring Beverley Mascoll and Joshua Glover and has produced two new Indigenous plaques featuring Dr. Peter Bryce and Chief Wabakinine;
- In-person tours are returning on August 2<sup>nd</sup> and online orientation and in-person training is underway for volunteers;
- The first virtual tour will be held tomorrow July 15, 2021 and has over 90 registrants;
- Hard copies of the tours brochure will be sent out to donors, sponsors and City Council;
- The first showing of the new Indigenous Roots tour on August 8<sup>th</sup> sold out in its first week of registration. Board member Jay Pariseau was thanked for leading this tour;
- Nominations for the 2021 Heritage Toronto Awards are open

Ms. Chalaidopoulos congratulated the Heritage Toronto staff for relaunching the tours and awards programming.

### **1. HT 21-14: APPROVAL OF CONSENT AGENDA (carried)**

Moved by Leslie Sinclair, seconded by Claire Nelischer, and approved unanimously

## **C. REPORTS**

### **1. Finance and Audit Committee**

Mr. Kan welcomed James Lane as the newest member of the Finance and Audit Committee.

Louis Kan reviewed the Financial Statements as of May 31, 2021 which are tracking within projection. He noted the Finance and Audit Committee would be formulating an investment strategy for agency funds going forward.

## **2. Marketing and Communications Committee**

### **2.1 Digital Plan Report and Recommendations**

Peter Ignazi introduced TD's Give to Grow Leadership program and their Digital Plan Report and Recommendations.

The Report was presented and a fulsome discussion ensued.

Ms. Chalaidopoulos inquired about customer reactions to technical glitches with live streaming. Parvez Yusufji noted that the majority of people understand these things do happen. To minimize these issues, he recommended keeping programs brief, recording the event, and not streaming in high definition.

Ms. Chalaidopoulos asked if annual costs were discussed in the analysis, specifically the costs of hiring a social media manager. Mr. Yusufji noted that costs are included in the Report Appendix but many of the Report recommendations do not require additional hard resources.

Louis Kan pointed out that the presentation suggests there is a lack of engagement with agency stakeholders. He asked if a possible driver was the agency's current demographic. Mr. Yusufji answered that while demographics may be a factor, the quality of content is far more important.

Aaron Sanderson inquired about engaging with a younger demographic while serving the agency's current key demographic. Jamie Kruspel responded that wider engagement is generated by content which people like and share.

Sean Kheraj asked for suggestions for new programming which meets the needs of a new market as opposed to updating existing content. He asked if there were other ways to think about engaging with Torontonians with heritage in their leisure time. David Gates noted the team's emphasis was not on recommending how programs could be run, but rather how the agency can make smaller changes over time. This would be more sustainable rather than jumping into launching a new program.

Aaron Sanderson wondered how the agency compares to similar heritage organizations in terms of percentage of donation revenue. Rob Miller suggested that unlocking engagement with millennial audiences would be beneficial as, over time, they will become donors.

Leslie Thompson noted the agency's focus on getting people to enjoy and understand heritage but there is another half of the Heritage Cycle of Engagement. She suggested agency attendance at conferences and events and partnerships with organizations that advocate for the preservation of heritage.

Peter Ignazi voiced his support for advocacy and finding new ways to empower allies to be able to advocate.

Ms. Chalaidopoulos noted this would be a large undertaking, outside of the agency's current mandate and resources, and continues to require ample discussion.

Ms. Chalaidopoulos and Mr. Ignazi thanked the TD Leadership program, and the Board's Marketing and Digital Media Committee, for all of their work.

#### **D. OTHER BUSINESS**

Claire Nelischer announced her resignation from the Board given that she is moving to Los Angeles. Ms. Chalaidopoulos thanked her for her contributions to the Board.

Ms. Chalaidopoulos noted the 2021-2023 Strategic Plan was approved by the Board and will be incorporated into the Board Manual and other agency documents.

Ms. Chalaidopoulos reminded Board members to sign up for virtual and in-person tours.

Peter Berton noted the upcoming jury deliberations for the 2021 Heritage Toronto Awards and requested that anyone interested in joining the Juries Committee contact him.

#### **HT 21-15: MEETING ADJOURNMENT**

**(carried)**

Moved by Linda Strachan, seconded by Aaron Sanderson, and approved unanimously.

There being no other business the meeting was adjourned at 7:24pm.