



HERITAGE TORONTO BOARD OF DIRECTORS' MINUTES

The meeting of the Heritage Toronto Board was held on Wednesday, September 12, 2018, St. Lawrence Hall, 157 King Street East, 3rd floor, east meeting room.

PRESENT: Kate Marshall (Chair) Peter Berton
 John Belyea Fallon Butler
 Liza Chalaidopoulos Tyler Greenleaf
 Andrew Himel Kadi Kaljuste
 Louis Kan Sean Kheraj
 Donald Loucks Lisette Mallett
 Richard Moorhouse Allan Penning
 Aaron Sanderson Linda Strachan
 Karen Whaley

REGRETS: Peggy Hornell Councillor Sarah Doucette
 Peter Ignazi Councillor Paula Fletcher
 Gene Jamison Councillor Mary Fragedakis
 Brent Pearlman Councillor Mike Layton

ALSO PRESENT: Allison Bain, Executive Director
 Chris Bateman, Plaques Coordinator
 Emily Berg, Interpretive Planner VMC
 Claudia Calabro, Manager of Special Projects
 Bridget Collings, Web Project Developer
 Lucy Di Pietro, Manager, Marketing and Communications
 Amanda LeClair, Operations Coordinator
 Candice McCavitt, Manager, Community Engagement
 Mathew Sandford and Kelly Harper, OVE Design

CALL TO ORDER

Ms. Kate Marshall, Chair, called the meeting to order at 6:06 pm. No conflict of interest was declared.

A. CONSENT AGENDA

1. Kate Marshall presented the Motion to approve consent agenda.

HT18-20 APPROVAL OF CONSENT AGENDA (Carried)

Moved by Mr. Moorhouse, seconded by Mr. Belyea, and approved unanimously.

Consent Agenda Motions Passed

HT18-21 ADOPTION OF MINUTES of the Board of Directors' Meeting on July 11th 2018

Edits to be made: misspelling of "Mallet" and confirming that Linda Strachan was in attendance.

HT18-22 PLAQUE APPROVALS

- 3.2 Commemorative Plaque Application: Maple Leaf Stadium
- 3.3 Commemorative Plaque Application: Jewish Old Folks Home (Baycrest)
- 3.4 Commemorative Plaque Application: United Negro Improvement Association
- 3.5 Commemorative Plaque Application: Peter Bryce

B. COMMITTEE REPORTS

1. CHAIR'S REPORT

Ms. Marshall introduced three new staff members: Emily Berg, Interpretive Planner VMC; Bridget Collings, Website Project Coordinator; and Laura Carlson, Heritage Program Assistant. Ms. Marshall reminded board members to purchase their tickets to the 2018 Heritage Awards, if they have not already done so, as they are almost sold out. She also reminded board members of walking tours that still do not have board representatives and encouraged board members to sign up.

2. AUDIT AND FINANCE COMMITTEE

Mr. Kan reported on the Committee meeting of August 23rd. We are on track to meet our overall targets for the end of the year although it is likely Heritage Toronto Awards revenues will individually not hit target. Mr. Kan reminded the Board that we are still holding a surplus from 2017 which will be deployed when needed.

Mr. Kan confirmed for Mr. Himel that the Financial Committee reviews monthly statements and staff prepares quarterly re-forecasts of projected to year end numbers. He noted the significant growth in projected revenues from past years given the successful procurement of project funding.

3. STATE OF HERITAGE TASK FORCE

Mr. Moorhouse introduced the Board and staff members working on the State of Heritage Task Force. He commented on the great success of the sold out State of Heritage Forum held on July 31st. At that Forum, top heritage priorities were identified as:

1. City of Toronto Museum;
2. Recognition of aboriginal heritage including archeology and treaty history;
3. City-wide Heritage Inventory;
4. Broadening the heritage audience through the inclusion of indigenous communities, new Canadians, youth and residents living beyond the core;
5. Expediting the HCD process;
6. Digitization of heritage materials such as a heritage inventory, self-guided audio tours, and other relevant material.

Ms. Strachan commented on the results of the public survey. There were over 400 respondents, the majority of which are our E-News subscribers, and key responses indicated that:

- Toronto has room for improvement for protection of built heritage and enforcement;
- 72% of respondents think it is very important that a Toronto Museum be created;
- 40% rated the job that Toronto is doing protecting its heritage as below average/poor
- One third of respondents offered an additional comment- Much more robust municipal and provincial legislation for heritage buildings, developers should be fined, stronger punishments for heritage destruction

Mr. Sanderson asked how the survey compared to the 2015 report and methodology. Mr. Greenleaf commented that, during the 2015 survey, 180 identified groups were engaged within private meetings which was onerous in terms of resources. Ms. Marshall hoped that in the future Heritage Toronto would have an opportunity to partner with the city to reach a wider audience.

Mr. Moorhouse commented that the consultations for this State of Heritage report will be comprised of four private consultations spread out over the city with 150 invitations sent out. So far, 27 people have registered with the cut off for registration in two days.

Mr. Moorhouse also commented that it is traditional for Heritage Toronto to host a mayoral debate prior to municipal elections. As invitations dating back two months engaging our current mayor to set a date for the debate have not been successful, Heritage Toronto has set a date on October 4 2018 for the debate. Thus far, Jennifer Keesmaat has confirmed. Further updates will be provided to the Board.

4. HERITAGE TORONTO AWARDS

Mr. Sanderson updated the Board on sponsorship revenues which are running below target. With only a few weeks left to confirm sponsors and no new prospects being cultivated, he encouraged Board members to follow up with their assigned prospects for both sponsorships and ad sales. Micheal Serapio, current CBC News host, has been confirmed as our Master of Ceremonies further to Allan Penning's efforts.

As per the approval of the Executive Committee, the 2018 Special Achievement Award will be given to the Toronto Public Library and the Volunteer Service Award will be presented to Jason Lee.

C. STRATEGIC DISCUSSION – DIGITAL STRATEGY

Ms. Marshall introduced two representatives from Ove, Kelly Harper and Mathew Sandford who led a discussion on the digital strategy for Heritage Toronto. Discussion ensued.

Ms. Di Pietro concluded the session by bringing the Heritage Toronto website survey to the Board's attention. .

E. OTHER BUSINESS

Mr. Keraj encouraged board members to attend the Dog Walking tour on Saturday. There was no other business.

ADJOURNMENT

There being no other business, the meeting was adjourned at 7:33 p.m.

Catherine (Kate) Marshall, Chair