



Theatre Advisory Committee Meeting

March 3, 2026 at 12:00pm, at 136 Yonge St., Young at Heart Senior Centre

Present: Chair Councillor Sean Cotton, Wanda Hill, Jillian Peever, Carrie Schiffler, Recording Secretary

Regrets: Mayor Chris Hope

Late: Colin Love (arrived at 1pm)

1. **Call to Order:** The meeting was called to order at 12:08pm by Chair Councillor S. Cotton
2. **Disclosure of Interest:** None
3. **Adoption of Previous Meeting Minutes:** January 28, 2026. Moved by W. Hill – Seconded by C. Schiffler
THEREFORE BE IT RESOLVED THAT The Village of Burk's Falls Theatre Advisory Committee approves the minutes of January 28, 2026. Carried
4. **Old Business:**
 - a) **Programs/ Partnerships (Information Report 2026-01: Bluebird Theatre- Financial & Programing Analysis)**

Information Report 2026-01 was circulated to the Committee prior to the meeting for review. The report provided a detailed breakdown of costs associated with theatre rentals, including staffing requirements, broker fees, blockbuster film cost analysis, and other operational considerations. The Committee noted minor amendments to the report. The heading in Section 1 will be updated to change the wording from "Film" to "Cinema." Additional information outlining the hourly fee breakdown for Non-Profit rentals will also be included. These amendments will be highlighted in the report, and the amended report will be attached to the minutes submitted to Council.
 - b) **2026 Plan of Events**

The Committee discussed the 2026 Plan of Events and agreed to defer further discussion until the next meeting. The item will remain on the agenda for continued review.
 - c) **2026 Budget**

The Committee did not discuss this item as there were no updates to report at this time. The item will remain on a future agenda as required.
 - d) **Logo Update – Jillian Peever**

J. Peever shared several versions of the logo that had been submitted by graphic designer Andrew McCracken. The Committee discussed the designs, noting elements they liked and identified changes they would like to see. J. Peever will continue working with Andrew McCracken to refine the logo concepts and will provide an update to the Committee at a future meeting.
 - e) **Lobby – Update**

The Recording Secretary informed the Committee that there is currently no confirmed start or completion date for the lobby upgrades. The Committee will be updated as additional information becomes available.
5. **New Business:**
 - a) **Information Report: N.I.C.E – Carrie Schiffler**

C. Schiffler, Committee N.I.C.E. representative, submitted Information Report 2026-02: Takeaways from N.I.C.E. Zoom Meeting – February 19, 2026. The Committee discussed the information provided in the report. C. Schiffler requested that Committee members submit any questions they may have for her to bring forward to N.I.C.E. as she continues to explore the platform and opportunities it may provide.

b) Downtown Celebration

The Recreation Committee hosts the Downtown Celebration annually on the Saturday of the May long weekend. The Theatre Advisory Committee discussed the opportunity to use the event as a soft launch for the theatre lobby upgrades and re-branding. The proposed concept would include S. Cotton completing two live music performances (approximately 30 minutes each) inside the theatre, along with the announcement of the Business of the Year Award (Presented by Mayor Hope and Councillor Brandt). The Committee noted that hosting these activities in the theatre could help draw visitors and media attention to the building while still supporting the larger event taking place downtown. The Committee also discussed opening the theatre washrooms during the event from 11am-3pm to provide additional facilities for attendees. Theatre Advisory Committee members would be present to monitor the washrooms throughout the event to ensure the space is respected and no damage occurs.

6. Recommendations to Council: Moved by W. Hill – Seconded by C. Schiffler. Carried

THEREFORE BE IT RESOLVED THAT The Village of Burk’s Falls Theatre Advisory Committee recommend to Council

- accept Information Report 2026-01: Bluebird Theatre – Financial & Programming Analysis and approve the rental fee structure outlined in the report as follows:

Non-Profit Rentals

- 1 Staff, 1 Volunteer: \$185.00 + HST per 3-hour booking (\$46.00 + HST per additional hour)
- 2 Staff: \$260.00 + HST per 3-hour booking (\$65.00+ HST per additional hour)

For-Profit Rentals

- \$450.00 + HST per 3-hour booking (\$150.00 + HST per additional hour)

The Committee further recommends the following programming and fee adjustments:

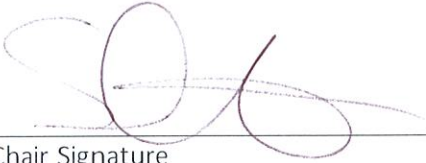
- Sunday Matinee pricing be adjusted to match the Thursday–Saturday admission fee structure.
- Wednesday Matinee be designated as “Kids Day.” Admission will be set at a flat rate of \$8.00, which includes a small popcorn and a juice or water.
- accept Information Report 2026-02: Takeaways from N.I.C.E. Zoom Meeting – February 19, 2026.
- approve the use of the theatre during the Downtown Celebration
 - Two 30-minute music performances
 - The announcement of the Business of the Year Award
 - The theatre washrooms be opened to the public during the event with Committee members present to supervise.

7. Attachments:

- Information Report 2026-01: Bluebird Theatre- Financial & Programming Analysis
- Information Report 2026-02: Takeaways from N.I.C.E. Zoom Meeting – February 19, 2026

8. Date of Next Meeting: To be determined.

9. Meeting Adjourned: 2:36pm Moved by W. Hill – Seconded by J. Peever. Carried.



Chair Signature