



**CHARLES IVES AUTHORITY FOR THE PERFORMING ARTS**

A Nonprofit Organization

Minutes Board of Directors Meeting, Sept. 18, 2013

To: Mayor Mark D. Boughton and Members of the Charles Ives Authority for the Performing Arts Board of Directors

Re: Minutes of the Ives Authority Board of Directors meeting held Sept. 18, 2013

The meeting was called to order at 6:05 p.m. The members were recorded as:

MEMBERS PRESENT: Steven Greenberg, Gina Marcus, Sherri Hill, Tanya Wulff Truax, Eileen Curran, Fernando Jimenez, Frank Herbert

ALTERNATES PRESENT: Brett DeWeese, Paul Reis, Ellen Cavallo-Buccitti

ALSO PRESENT: Phyllis Cortese, Executive Director

APPROVAL OF MINUTES: Approval of the minutes from the previous meeting was waived.

CHAIRMAN'S REPORT: Steve Greenberg

- Steve thanked the members of the board for a successful season.
- He also expressed his appreciation to WCSU for underwriting some Fine Arts & Family shows and to RKE for increasing their sponsorship and lowering some fees.
- Steve reported that there are enough funds in the budget to use about \$11,000/month through June 2014: with about \$47-\$50,000 left in the Ives account and about \$40,000 remaining in the Friends of the Ives account – leaving us with a higher reserve than at the same time last year.
- He said upcoming anticipated expenses include an updated audit requested by Councilman Dwayne Perkins at a cost of \$1,000-\$1,500.

- Steve said Nanavaty & Nanavaty fees for annual audit will be about \$10,000. Previously Ives had a trade sponsorship that covered the costs of the annual audit. The board will be seeking assistance from several sources for the cost of the audit.
- The roof for the gazebo will go out to bid shortly, and Steve and Paul Reis explained the bid process and what is required from potential bidders in terms of paperwork and licensing.
- Steve said there will be a thank-you party at the venue this Saturday with about 110 expected attendees. He said the “green shirt” Ambassadors were the highlight of the park this year and this party will show our appreciation.
- Since the end of the season, there have been conversations with The Bowery Presents. They lost money on the season and will not be back in the same format next year. Some of it may be attributable to how and where they marketed and some may be to the acts that were booked and also to the behavior of our crowd demographics – especially the classic rock audience.
- There doesn’t seem to be a way to rework the contract that is favorable to both parties, so Steve is investigating other opportunities for cash streams, including hiring a salesperson to pre-sell tickets via phonathons, direct sales, a mall kiosk in blocks of 10 to local businesses. He projected \$800,000 in advance ticket sales if 1,800 reserved and 2,000 lawn seats are sold in 10-packs.
- In this format, promoters would be utilized more as talent buyers.
- The Friends of the Ives board will meet next week.

TREASURER’S REPORT: Steve Greenberg for Anthony Vournazos

- In Tony’s absence, Steve handed out the balance sheets and said we are in good shape financially.

APPROVAL OF TREASURER’S REPORT: After motion by Frank Herbert, seconded by Tanya Truax, the Treasurer’s Report was unanimously approved.

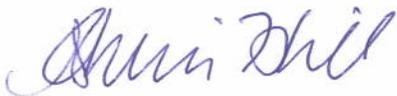
EXECUTIVE DIRECTORS REPORT: Phyllis Cortese

- Phyllis distributed an information sheet that detailed ticket sales, beverage sales, attendance and income from each show.
- She thanked Fernando and Frank for their shows, and the university for its support of Fine Arts programs at Ives.
- Phyllis provided a sponsor recap detailing cash versus trades.
- She suggested we look at bringing in more festivals as a revenue source.
- Phyllis announced that Steve will be honored by the Cultural Alliance breakfast on Oct. 17 and that Connecticut magazine named Ives Best Outdoor Venue in Connecticut.

The meeting was adjourned at 6:54 p.m.

The next meeting is Wednesday, Oct. 16.

Respectfully submitted,



Sherri Hill, Secretary