



Charles Ives Authority for the Performing Arts

Minutes Board of Directors Meeting September 16, 2009

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 September 16, 2009

The meeting was called to order at 6:20 p.m. The members were recorded as:

MEMBERS PRESENT: Steve Greenberg, Tony Cassano, Frank Herbert, Fernando Jiminez
and Lisa Trombetta

ALTERNATES PRESENT: Gina Marcus

ABSENT: Koryoe Anim-Wright and Paul Sirios

ALSO PRESENT: Executive Director, Phyllis Cortese

APPROVAL OF MINUTES: There was not a quorum for the last meeting. Minutes were not
taken.

CHAIRMAN'S REPORT: Steve Greenberg

- Considering economy Ives had a good year.
- New officers will be elected at the next meeting.
- Sherry Hill, from WCSU will join the board.
- Gina Marcus and Steve Greenberg will serve on newly established "Friends of Ives"
- Steve Greenberg will put officer slate in front of Common Council next month. A member prospect with a financial background is needed as Paul Sirois is stepping down as Treasurer.

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- Frank Herbert suggested a speigel tent as an investment for smaller events at Ives. This is a portable structure that is mobile.
- There were some complaints because patrons are not allowed to bring drinks into the park. This new policy minimizes insurance risks and maximizes concession revenue.
- Next season patrons may not be allowed to bring food into the park. This could potentially enhance concession revenue further.

TREASURER'S REPORT: Paul Sirois was absent from meeting

- Union Savings Bank gave Ives \$30,000. They are still committed to an additional \$10,000.
- The City will hopefully support Ives again next year.
- Fundraising will be very important this winter.
- Ives is solvent and must be conservative in spending this winter.

EXECUTIVE DIRECTOR'S REPORT: Phyllis Cortese

- Family Fair is September 20.
- Fernando Jiminez spoke about the orchestra which will perform at the Family Fair. Local students will participate this year.
- Sodexo will take over food responsibility at Family Fair this year. Phyllis is negotiating with Sodexo to provide food for all events next year.
- Phyllis suggested having Ives Festival Orchestra at a stand alone event next year. She felt that people left early last year because of being at park with children since 2:00 p.m. Phyllis believes a targeted audience would appreciate and recognize the orchestra more. She recommends a revision of next year's Family Fair into a two day "Oktoberfest Family Fair".
- Jousting will be allowed at proposed Renaissance Festival next year as approved by the WCSU Senate Board on Sept 16th. The majority vote did not consider equestrian jousting to be an animal act, and thus the event was approved.
- WCSU confirmed 3 consecutive weekend dates for proposed Renaissance Festival, May 29 & 30, June 5 & 6, June 12 & 13, 2010.

- Promoter (PREMIER) owes us \$22,375.93.
- Fine Arts Series could have done better. More marketing is required to clearly deliver message that audience is under cover on stage and will not be impacted by weather conditions.
- Steve Greenberg suggested that Ives revise security. Current security are occasionally offensive to patrons.
- Rental events were affected by weather – revenue was \$29,000. September is a good month to book rental events.
- Some advertising and sponsorship revenue outstanding. Phyllis and Sophia are collecting receivables.

Phyllis Cortese thanked Steve Greenberg for his invaluable guidance and extraordinary leadership as Chairman of the Board during his term.

The next meeting is scheduled for October 28, 2009 and will be the annual board meeting at which time officers will be elected.

Respectfully submitted,

Lisa Trombetta, Secretary