



Charles Ives Authority for the Performing Arts

Minutes Board of Directors Meeting January 20, 2010

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 January 20, 2010

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

MEMBERS PRESENT: Steve Greenberg, Anthony Vournazos, Gina Marcus, Sherri Hill,
Samuel Hyman, Frank Herbert, Fernando Jimenez, Noel Roy Jr., Eileen Marie Curran

PROPOSED ALTERNATES PRESENT: Mary Principe, Brett DeWeese, Ellen Cavallo Buccitti

ALSO PRESENT: Executive Director, Phyllis Cortese

APPROVAL OF MINUTES: Minutes from the previous meeting were not presented.

CHAIRMAN'S REPORT: Steve Greenberg

- At Steve's suggestion, the members of the Board introduced themselves around the table and provided some personal background.
- A history of the Ives Authority was offered for the benefit of new Board members.
- The composition of the Board and how members are appointed was explained.
- An update on ongoing conversations with local banks (Union Savings Bank and Newtown Savings Bank) and sponsorship opportunities was provided.
- A discussion of PKM promoters, the Ives Authority's management philosophy, and the need for concessions profitability, facility usage, signage and branding ensued.

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SPECIAL PRESENTATION: Bob Marchese, Tactical Event Solutions

- A PowerPoint presentation outlining a proposed joint venture between Tactical Event Solutions (TES) and the Ives Authority was presented, generating an active question-and-answer session amongst the members of the Board.
- Steve Greenberg requested that Board members forward their questions and concerns to him via e-mail following the meeting.

TREASURER'S REPORT: Steve Greenberg

- The P&L statement from 10/08 – 9/09 was reviewed.
- The financial history and current financial status of the Ives Authority were discussed and the status is positive – the Authority has assets.
- Phyllis Cortese was praised for her efforts to maintain costs.
- A motion was made to table the report until the next meeting; it was unanimously approved.

EXECUTIVE DIRECTOR'S REPORT: Phyllis Cortese

- The new Renaissance Festival and its potential revenue streams were discussed.
- The lease on the land with the State has been extended to 2015.
- A list of named artists who have “holds” for possible concerts, potential fine arts offerings and other cultural events and fairs was revealed.
- Frank Herbert brought up the possibility of Ives internships for credit for theatre arts students, and suggested considering an artist such as David Hyde Pierce or Michael Feinstein to replace the Sinatra fundraiser this year.
- The change in programming at Cumulus radio's 105.9 was mentioned, and a discussion of how the popularity of country/cross-over music can be maximized ensued.

- Steve and Phyllis provided information about the \$500K Federal capital improvement grant application from which the Authority is expecting to receive \$100K to update electrical, etc.
- Individual areas of strength and potential sub-committee roles for Board members were discussed, including the need to cultivate sponsors, maximize social networking, explore grant-writing and identify fundraising opportunities.
- The Friends of the Ives Board was discussed
- Phyllis explained advertising deadlines (May 1), which have been moved back to accommodate the Renaissance Festival and a conversation about relying less heavily on the booklet and more on Internet options took place.

A motion to adjourn the meeting was made by Frank Herbert and it was seconded and passed.

The next meeting is scheduled for February 17, 2010.

Respectfully submitted,

Sherri Hill, Secretary