



Charles Ives Authority for the Performing Arts

A Non Profit Organization

Minutes Board of Directors Meeting April 21, 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 April 21, 2010

The meeting was called to order at 6:06 p.m. The members were recorded as:

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

ALTERNATES PRESENT: Brett DeWeese, Ellen Cavallo Buccitti

ALSO PRESENT: Executive Director, Phyllis Cortese, Keith Mahler, Bob Connor

APPROVAL OF MINUTES: After motion by Fernando Jimenez, seconded by Sam Hyman, the minutes from the previous meeting were unanimously approved.

PRESIDENT'S REPORT: Steve Greenberg

- Steve introduced Keith Mahler from Premier Concerts and Bob Connor, Director of Operations who oversees the facilities at Ives Concert Park.
- Keith gave a history of the Ives Authority's relationship with Premier Concerts and a rundown on booked shows and shows currently being negotiated. He also explained the effect of the economy on ticket prices and show attendance and stated that the fact that we have booked a lot of Friday/Saturday night shows is very good for the venue.

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- Keith led a discussion about beverage concessions, show settlement the night of the show and this year's ticketing system.

TREASURER'S REPORT: Anthony Vournazos

- Tony gave an overview of the P&L balance sheet.
- Steve explained that he has spoken with the city about outstanding balances for EMS and employee benefits.
- Tony said that we are in good shape as far as insurance coverage is concerned.

APPROVAL OF TREASURER'S REPORT: After motion by Gina Marcus, seconded by Eileen Curran, the Treasurer's Report was unanimously approved.

MARKETING GROUP REPORT: Ellen Buccitti Cavallo, Eileen Curran, Sherri Hill

- Ellen gave an update on the status of the Adopt-a-Garden program – one sponsor so far. She is hoping to have three. Noel Roy will visit Hollandia to see if they will participate.
- Eileen updated the Board on the status of the new website. It is ready for the data upload. She also discussed modifying existing sign on Lake Ave. Extension with new logo, rather than wait for administrative approval for new sign.
- Sherri said she will orchestrate a photo op for the new garden and disseminate a press release.
- The proposed new logo was passed around and discussed. Tony will undertake trademarking the logo.

APPROVAL OF NEW LOGO: After motion by Sherri Hill, seconded by Eileen Curran, the adoption of the new Ives Concert Park logo was unanimously approved.

PRESIDENT'S REPORT: Steve Greenberg

- Steve discussed Bob Connor's wish list for the park, including electrical, water circulators, pond treatment, and banquet tables.
- Steve said Antonio from the city will walk the site with Bob to look at needs, especially trees that might need to be cut back for safety.
- Steve discussed the plans for the new Ives Ambassadors program for volunteers and what the expectations will be. Fernando Jimenez and Brett DeWeese will oversee the program. Brett is a previous volunteer and Fernando will contribute his music expertise to excite and energize the ambassadors.
- Steve said he will speak before the Common Council on May 4 to thank them for their support of Ives Concert Park.
- An update on the Renaissance Fair was provided, including rules for vendors, mock weapons, etc.
- A discussion about letting vendors (such as kettle corn) rent space at shows took place, and it was decided by the Board that \$150 was a reasonable amount to charge.
- Steve said a couple had requested to rent the venue for a private wedding. A discussion ensued.

APPROVAL OF FEE FOR PRIVATE PARK RENTAL: After a motion was made and seconded, the fee of \$3,000 for a private park rental was unanimously approved.

EXECUTIVE DIRECTOR'S REPORT: Phyllis Cortese

- Phyllis gave the floor to Sam Hyman, who reported on the efforts of the Resource Development Group, including recent and upcoming meetings at Danbury Hospital, Peoples Bank, Harley Davidson and Ethan Allen.
- Phyllis also discussed a pending CL&P grant that should be coming through.

FINE ARTS REPORT: Frank Herbert

- Frank reported that productions under consideration include “Merry Wives of Windsor” as a Western during the Gold Rush, “Reynard the Fox,” “The Will of Love.”
- Frank discussed funding needs and internship opportunities for WCSU students to work on productions and behind-the-scenes at Ives. The Board expressed its support for Frank to undertake independent fundraising for the Fine Arts programs.
- Fernando Jimenez expressed his wish that the orchestra be separated from the Family Fair with perhaps a battle of the local bands during the Family Fair instead.

A motion to adjourn the meeting was made by Sherri Hill and it was seconded by Noel Roy Jr. and passed.

The next meeting is scheduled for May 19, 2010.

Respectfully submitted,

Sherri Hill, Secretary