



CHARLES IVES AUTHORITY FOR THE PERFORMING ARTS

A Non-Profit Organization

Minutes Board of Directors Meeting, January 20, 2011

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 Jan. 20, 2011

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

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

ALTERNATES PRESENT: Brett DeWeese, Ellen Cavallo-Bucciti

ALSO PRESENT: Phyllis Cortese, Paul Reis

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

MARKETING REPORT: Eileen Curran

- Eileen reported that the marketing committee met prior to the board meeting with the principals from Leverage to discuss materials for the fundraising campaign. A sample of the tri-fold design the committee favors was passed around the table.
- Phyllis led a discussion about the goals of the campaign and the mailing list options.

FRIENDS OF THE IVES REPORT: Sam Hyman and Noel Roy Jr.

- Sam and Noel reported that they are reaching out to individuals who can reach into corporations for corporate sponsorships.
- Steve suggested an approach to soliciting donors that would involve discussing the progress the Ives has made, but also the challenges faced; as well as demonstrating the value to corporations of becoming sponsors.
- Steve also suggested invited former board members to join the Friends of the Ives, as well as encouraging Planned Giving – Leave A Legacy

TREASURER’S REPORT: Anthony Vournazos

- The Balance Sheet and P&L statements were distributed and discussed.
- Tony provided an update on the city’s audit status: ’07 & ’08 are done, and ’09 is underway.
- Tony explained that he is trying to clear up outstanding debts on the books, particularly EMS and RKE.
- Tony said we don’t expect any large expenditures through the spring except marketing costs.
- Steve thanked Tony for “digging down to the thin lines of the P&L” to eliminate waste in future contracts.

APPROVAL OF TREASURER’S REPORT: After motion by Noel Roy Jr., seconded by Sam Hyman, the Treasurer’s Report was unanimously approved.

EXECUTIVE DIRECTOR’S REPORT: Phyllis Cortese

- Phyllis discussed the two confirmations for this summer, as well as the “holds.”
- Phyllis explained IT systems progress, establishing TechSoup account – technology resource center, webinars, IT training, Ives assessment is planned

AMBASSADORS REPORT: Brett DeWeese

- Brett introduced Karen Kirby, from the National Charities League, to discuss the possibility of having their members perform volunteer duties at Ives.
- Karen explained the history and purpose of the organization, and a question-and-answer period ensued.

CHAIRMAN'S REPORT: Steve Greenberg

- Steve mentioned that he met with Anthony Yacobellis to discuss coordinating a live one-day music event featuring local and indie bands with a cover charge.
- Steve is reaching out to contacts to find someone who can run an Oktoberfest for us.

OTHER BUSINESS:

- Ellen stated that Brookfield Arts & Crafts was interested in exploring an art show at Ives.
- Ellen also suggested creating a float for the city's Memorial Day parade.

A motion to adjourn the meeting was made by Eileen Curran and it was seconded by Gina Marcus and passed.

The next meeting is scheduled for Wednesday, Feb. 16.

Respectfully submitted,

Sherri Hill, Secretary