



CHARLES IVES AUTHORITY FOR THE PERFORMING ARTS

A Nonprofit Organization

Minutes Board of Directors Meeting, Feb. 15, 2012

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 Feb. 15, 2012

The meeting was called to order at 6:10 p.m. The members were recorded as:

MEMBERS PRESENT: Steve Greenberg, Anthony Vournazos, Sherri Hill, Tanya Wulff
Truax, Fernando Jimenez, Frank Herbert

ALTERNATES PRESENT: Paul Reis

ALSO PRESENT: Phyllis Cortese

APPROVAL OF MINUTES: Phyllis pointed out that Paul Reis was incorrectly identified as a board member instead of an alternate in the previous minutes, which will be corrected to reflect that fact. Also, Frank Herbert was incorrectly identified as being present twice in the minutes. After motion by Gina Marcus, seconded by Tanya Truax, the minutes from the previous meeting, as corrected, were unanimously approved.

CHAIRMAN'S REPORT: Steve Greenberg

- Steve thanked Phyllis, Sophia, Fernando and Frank for their efforts in support of the successful thank-you party. He indicated that about 200 people attended.
- Union Savings Bank wants their proposal in March.
- Steve is meeting with other local organizations to encourage them to hold their events at our venue.
- The Irish Festival is considering moving off-site and Steve is working with Eileen Alberts to try to keep them at Ives.
- Steve met with the ad hoc committee and Phil Curran and they will recommend to the Common Council to renew the Ives as a city entity for the next five years.
- Paul Reis provided an update on the progress of the Mill Plain Road sign that was damaged. After discussion by the board of the options, he will tell WCSU to go ahead with the repairs.
- Steve discussed the work of the marketing committee and the recommendations for web design offered by Tanya's contact at Newtown Savings Bank.
- Some potential sponsors attended the February event, including Sippin, which will come on as a new sponsor. We raised about \$800 at the event, with more expected.
- TS4NP is still having issues connecting the office to the Cloud and they are working with Network Support to try to determine the cause and solution. Paul Reis will work with WCSU University Computing to find out if there are IT issues on the Westside campus.
- Steve is working on a Rocktoberfest event and also a Leadership Danbury collaboration with Steve Bull and the chamber of commerce. He's also investigating a cigar/winetasting event for the Friends of the Ives. A partnership with the Palace Theatre is also being explored to promote each other's events and possibly co-sponsor 3-4 shows that RKE will provide free sound and lighting.
- Talks are ongoing with Andrea Gartner and Lisa Scails to create a Westside entertainment district.

Phyllis will be applying for grants through the reorganized Connecticut Department of Arts.

- Steve believes a country music event would be great this summer, and also would like to bring back Flagpole Radio. He'd also like to explore selling memberships to a series of children's events.
- Steve will work with Fernando and Frank to create scholarships for high school students in exchange for programming for Ives.
- Due to the university's closures of our usual meeting space at certain times, Steve will explore holding some meetings at the Irish Center's meeting room.

TREASURER'S REPORT: Anthony Vournazos

- Tony went over the balance sheet. There is a buffer of approximately 40K to carry us through the winter/spring.
- Tony is going to come up with a proposal to purchase about 500 chairs at cost to replace damaged chairs. Phyllis and Tony will look into a "Name A Seat" Campaign to fund new chairs.
- Tony will meet with Paul to discuss the possible installation of security cameras at the site.
- The audit is just about finished. Tony will be meeting with the accountants next week. Sophia did 175 W2 forms last month.
- The Friends of the Ives also filed with the accountant

APPROVAL OF TREASURER'S REPORT: After motion by Sherri Hill seconded by Paul Reis, the Treasurer's Report was unanimously approved.

FRIENDS OF THE IVES: Steve Greenberg

- In Noel's absence, Steve reported that the Friends of the Ives now has approximately \$19,700 in its accounts.

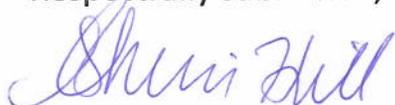
EXECUTIVE DIRECTOR'S REPORT: Phyllis Cortese

- Phyllis requested that board members follow up with their guests at the sponsor event.
- We need bigger sponsors.
- Sponsors want analytics, could be project for the marketing committee. Google analytics are preferred.
- Phyllis discussed web upgrades, the social media team from WCSU and the possible use of YouTube.
- Stuffers will be inserted into Newtown Savings Bank mailers, probably in May.
- Season holds seem slower than at the same time last year.
- Frank and Fernando were requested to submit ideas for their shows.
- Phyllis wants to maximize use of the Ives database and a discussion ensued about easy, efficient ways to capture email address on site.

On motion by Fernando Jimenez, seconded by Frank Herbert, the meeting was adjourned at 7:50 p.m.

The next meeting is Wednesday, March 21.

Respectfully submitted,



Sherri Hill, Secretary