



CHARLES IVES AUTHORITY FOR THE PERFORMING ARTS

A Nonprofit Organization

Minutes Board of Directors Meeting, July 18, 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 July 18, 2012

The meeting was called to order at 6:11 p.m. The members were recorded as:

MEMBERS PRESENT: Steve Greenberg, Sherri Hill, Tanya Wulff Truax, Gina Marcus, Frank Herbert, Paul Reis, Anthony Vournazos

ALTERNATES PRESENT: Brett DeWeese

ALSO PRESENT: Phyllis Cortese

APPROVAL OF MINUTES: After motion by Frank Herbert, seconded by Paul Reis, the minutes from the previous meeting were unanimously approved.

TREASURER'S REPORT: Anthony Vournazos

- Tony provided a recap of the balance sheet, accounts receivable and accounts payable and indicated we're doing fairly well.
- There was discussion about outstanding payments from sponsors and how that will be resolved.

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

FRIENDS OF THE IVES: Steve Greenberg for Noel Roy

- Dream Vacation raffle tickets are selling.
- Linda Cummins is looking into achieving the Guinness Book of World Records stat for the largest guitar band – we would charge something like \$10 to participate/attend.
- The Friends are investigating new revenue streams.

EXECUTIVE DIRECTOR'S REPORT: Phyllis Cortese

- Phyllis provided a recap on recent events, including the Stein Memorial Dedication and the Chamber of Commerce mixer.
- Abbott Tech has indicated they will once again hold their graduation at Ives.
- Phyllis provided a recap on the celebrity series, festivals and the Fine Arts & Family series.
- A discussion ensued about the Ives Festival Orchestra and the program the orchestra will be performing.
- Steve initiated a discussion about Ives' marketing needs and Frank spoke about the mission of theatre and music as the university relates to Ives.

CHAIRMAN'S REPORT: Steve Greenberg

- Steve spoke about ideas to raise revenue, including a call-a-thon or season ticket sales.
- He said we will be looking for flexibility with promoters.
- The marketing committee will meet next week to discuss new ideas.
- Steve posed the question as to whether the bartending staff should be paid and the board responded negatively.
- Steve is looking to hire salespeople to acquire more sponsors.
- He's also looking to capitalize on using Kickstarter to promote the Ives.

OTHER BUSINESS:

- The Newtown Cultural Arts Festival is on Sept. 15 and Tanya is trying to cross-promote with them.

On motion by Anthony Vournazos, seconded by Gina Marcus, the meeting was adjourned at 7:48 p.m.

The next meeting is Wednesday, Sept. 26.

Respectfully submitted,



Sherri Hill, Secretary