



CHARLES IVES AUTHORITY FOR THE PERFORMING ARTS

A Nonprofit Organization

Minutes Board of Directors Meeting, Sept. 26, 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 Sept. 26, 2012

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

MEMBERS PRESENT: Steve Greenberg, Sherri Hill, Tanya Wulff Truax, Noel Roy Jr., Frank Herbert, Paul Reis, Anthony Vournazos

ALTERNATES PRESENT: Brett DeWeese, Ellen Cavallo-Bucciti

ALSO PRESENT: Leslie Brent, Friends of the Ives member

APPROVAL OF MINUTES: After motion by Noel Roy, Jr., seconded by Tanya Wulff Truax, the minutes from the previous meeting were unanimously approved.

FRIENDS OF THE IVES: Noel Roy, Jr. and Leslie Brent

- Leslie provided an update on the Friends of the Ives Dream Vacation Raffle: 1,860 tickets are in circulation at present, with 1,152 turned in with cash so far.
- 900 tickets sold was the break-even point and there are approximately \$9,000 in costs to run the raffle.
- Noel asked the board to assist with set-up for the ZombieFest.

TREASURER'S REPORT: Anthony Vournazos

- Tony provided a recap of the balance sheet, accounts receivable and accounts payable and indicated we have about \$90K available in the accounts.
- He indicated that he's confident we'll get the bulk of outstanding accounts receivables in.
- We have enough cash to run the office and make it to next season with a \$20-30K buffer.
- Keith has paid us and RKE reduced their bill by 30%.
- We will settle with the Friends of the Ives after the ZombieFest.
- Tony commented how great the fine arts events were this summer and said the Beatles Festival and Reggae Festival organizers want to come back next season.
- Steve thanked both boards, Phyllis and Sophie for keeping costs low.

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

CHAIRMAN'S REPORT: Steve Greenberg

- Steve discussed the competition posed by the new Comcast theater – they took six shows from us, but lost a ton of money and may not compete again next season.
- New competition will come from the Port Chester Capitol Theater.
- Steve is working to restructure our business model and sees the need to create new revenue streams, generate more park rentals and offer more fine arts events. To that end, he is interviewing commission-based salespeople to rent the space and sell sponsorships.
- Steve also spoke of his desire to improve marketing communications and suggested we better utilize our trade with existing partners like Leverage to take advantage of their expertise. He dissolved the existing marketing committee as a first step in that direction.

- The title sponsor for next year may change. Wells Fargo is interested.
- Steve wants to give more people access to the Ives FB page so that it becomes more active. He also will use the blogging services offered by Ives Ambassador Linda Quieroz.
- If more board members with selling skills work to sell sponsorships, Phyllis will be able to spend more time working with Linda Cummings to pursue grant opportunities.
- Brett has made a contact who stages shows at the Bowery and will investigate any interest in joint promotion of shows at Ives. Brett, Steve and Phyllis are meeting with them on Friday.
- Steve mentioned his frustration with board members who don't come to meetings and aren't engaged.
- In talking about our relationship with Keith, Steve said he had to contribute financially to Daughtry and Straight No Chaser in order to keep those shows because Keith was threatening to cancel them. Keith has already put a hold on one show for next year and is bidding for some big names. Steve told Keith we need to start charging a \$3-4 facility fee.
- Tony mentioned that we should let prospective promoters know that we are a nonprofit, which may enable us to structure deals advantageously.
- Brett and volunteer Paul Cook are working on how to brand the park by selling sponsor names on cups, bug spray, on the Jumbotron, etc. The only restriction is that we can't brand anything inside the house because the tours are not okay with that.
- Steve said the number one complaint about Ives is the port-o-potties. He'd like us to investigate other options, including finding a sponsor for trailer bathrooms or green bathrooms. Ellen will work on getting quotes for options.

OTHER BUSINESS:

- Tanya asked about the sponsor-a-chair campaign and a discussion ensued about how we need to buy new chairs with chair covers, but how do we prevent them from walking?

On motion by Sherri Hill, seconded by Tony Vournazos, the meeting was adjourned at 7:30 p.m.

The next meeting is Wednesday, Oct. 17.

Respectfully submitted,



Sherri Hill, Secretary