



CHARLES IVES AUTHORITY FOR THE PERFORMING ARTS

A Nonprofit Organization

Minutes Board of Directors Meeting, March 21, 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 March 21, 2012

The meeting was called to order at 6:03 p.m. The members were recorded as:

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

ALTERNATES PRESENT: Paul Reis, Ellen Cavallo Buccitti

ALSO PRESENT: Phyllis Cortese

APPROVAL OF MINUTES: After motion by Frank Herbert, seconded by Noel Roy, the
minutes from the previous meeting, as corrected, were unanimously approved.

P.O. Box 2957 Danbury, CT 06813-2957
PHONE: 203.837-9226 FAX: 203.837.9230
WWW.IVESCONCERTPARK.COM

RECEIVED FOR RECORD
DANBURY TOWN CLERK

2012 APR 16 A 8:47

BY: LK

TREASURER'S REPORT: Anthony Vournazos

- Tony went over the balance sheet and reported that financially we are in good shape.
- Tony is working on contracts for sponsors. The new contracts will not extend credit – everything must be paid for in advance.
- We're getting quotes on replacement chairs for reserved seating with naming opportunities for donors.

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

FRIENDS OF THE IVES:

- Information about the progress being made by the Friends of the Ives was included in Phyllis' Executive Directors report.

EXECUTIVE DIRECTOR'S REPORT: Phyllis Cortese

- Phyllis provided board members with a spreadsheet of sponsors and sponsor prospects and discussed who is on the list.
- A grant was submitted to the state Department of Economic and Community Development for \$50,000 with a \$50,000 match from Premier Concerts. A copy was passed around for board members to read.
- Phyllis also will apply for an Office of the Arts grant, as well as a LOCIP capital improvement grant for repair to the gazebo roof.
- Phyllis discussed goals and progress of the marketing committee as well as the need for metrics for sponsors.
- Phyllis is working with Cross Sector Media to sell advertising and with OnStage to possibly print program and sell ads.

- Abbott Tech has asked if the scholarships Ives provides can be opened to the entire school, not just the electrical department. After a discussion by the board, Noel Roy made the following motion:

“The Ives Authority should allocate one \$500 scholarship for the electrical department at Abbott Tech and allocate another \$500 that will be open to the entire school”

After motion by Noel Roy, seconded by Frank Herbert, the motion was unanimously approved.

- There was a discussion to utilize kickstarter, an online fundraising platform to launch the name-a-seat campaign to sell 250 as soon as possible.
- There was a discussion about Bidding for Good, an online auction.
- The board was given a copy of the proposed Social Media Policy developed by WCSU students and will vote electronically to approve or not approve the policy.
- Phyllis went over the season holds as of today and stated that we can confirm the Abbott Tech graduation, Ecuadorian Festival and Irish Festivals.
- We are working on other events, including maybe a ZombieFest or other fundraiser.
- The sign at Mill Plain Road has been repaired by the university.
- Phyllis initiated a discussion about the possibilities for the Fine Arts series and a Garden series, and listed a number of potential options.
- Phyllis asked that we announce Ives sponsors on Facebook and said she would provide an updated list to Sherri for that purpose.

CHAIRMAN'S REPORT: Steve Greenberg

- Steve reported that he had convinced the Irish Festival to remain at the Ives.
- He indicated that he has been busy meeting with other organizations and sponsors to get commitments for events and financial support.

Page 4

- The Friends of the Ives plans to do a Dream Vacation raffle with a choice of where the winner will decide where he or she wants to go from multiple options.

On motion by Eileen Curran, seconded by Noel Roy, the meeting was adjourned at 7:10 p.m.

The next meeting is Wednesday, April 18.

Respectfully submitted,



Sherri Hill, Secretary

P.O. Box 2957 Danbury, CT 06813-2957
PHONE: 203.837-9226 FAX: 203.837.9230
WWW.IVESCOONCERTPARK.COM