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CHARLES IVES AUTHORITY FOR THE PERFORMING ARTS

A Nonprofit Organization

Minutes Board of Directors Meeting, November 28, 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 November 28, 2012

The meeting was called to order at 6:07 p.m. The members were recorded as:

MEMBERS PRESENT: Steven Greenberg, Tanya Wulff Truax, Noel Roy Jr., Frank Herbert, Eileen Curran, Anthony Vournazos, Fernando Jimenez, Gina Marcus

ALTERNATES PRESENT: Ellen Cavallo-Bucciti, Paul Reis

ALSO PRESENT: Phyllis Cortese, Executive Director

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

PROPOSED SLATE OF OFFICERS, BOARD MEMBERS AND ALTERNATES:

- Steve discussed the proposed slate of Officers, Board Members and Alternates
 - Officers
 - Chairman – Steven Greenberg (Term – Appointed March 2007)
 - Vice Chair – Noel C. Roy, II (Term – Elected Board Member Jan 2010)
 - Treasurer – Anthony Vournazos (Term – Elected Jan 2010)
 - Secretary – Sherri Hill (Term – Elected Jan 2010) WCSU Appointed
 - Board Members / Alternates
 - Board Member – Gina Marcus (Term Elected Jan 2010)
 - Board Member – Frank Herbert (Term Elected March 2007) WCSU Appointed
 - Board Member – Fernando Jimenez (Term Elected March 2007) WCSU Appointed
 - Board Member – Eileen Marie Curran (Term Elected Jan 2010)
 - Board Member – Tanya Wolf Truax (Term Elected Aug 2011)
 - Alternate – Brett DeWeese (Term Elected Jan 2010)
 - Alternate – Ellen Cavallo Buccitti (Term Elected Jan 2010)
 - Alternate – Paul Reis – (Term – Elected Jan 2011) WCSU Appointed

- Motion was made by Gina Marcus to approve the proposed slate, seconded by Eileen Curran, all in favor, motion approved.

CHAIRMAN'S REPORT: Steven Greenberg

- Steve discussed many elements of what our new promoters, The Bowery Presents, bring to the table as well as potential bookings for our 2013 season.
- Steve also reviewed proposed plan for Phone-A-Thon fundraiser, full day phone bank selling memberships with prizes awarded to teams who sell the most. Proposed date is in April.

FRIENDS OF THE IVES: Noel Roy, Jr

- Phyllis submitted a grant proposal to a confidential Foundation that supported the Friends last season. Linda Cummins presented her with a Foundation check to the Friends for \$42,551. The donor wishes to remain anonymous.
- Dream Vacation Raffle review - 1,700 raffle tickets sold @ \$10.00 ea \$17,000.00. Gross expenses were \$9,797.45, admin. raffle fee, vacation costs, net revenue was \$7,202.55. The winners were Ernest and Freida Cobb of Brookfield. Thanks to Leslie Brendt and Peggy Stewart for all their help on this project.
- ZOMBIEFEST was a great success with total expenses \$3,202.08 and total income at \$1,605.48. Free admission was offered with raffle ticket purchase. Friend's consensus is that publicity and good will generated was well worth running the event.
- Tony discussed bringing on local politicians to help lobby state grant submissions.
- Gina and board discussed parking restrictions during June graduations.
- Steve and Noel are working with State on behalf of the Friends and will announce at next meeting.

TREASURER'S REPORT: Anthony Vournazos

- Tony reviewed balance sheet, accounts receivable and accounts payable and indicated there are enough funds to carry us to June with a surplus.

- Steve asked for research for wholesale tent costs and will look into insurance and damage on tent from Hurricane Sandy.

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

EXECUTIVE DIRECTOR'S REPORT: Phyllis Cortese

- Phyllis described the many venues that The Bowery Presents works with such as Madison Square Garden, Radio City Music Hall, Carnegie Hall, Barclays Center, The Capital Theater, Apollo Theater, Brooklyn Bowl, Town Hall, Hammerstein Ballroom, Bowery Ballroom, Mercury Hall, Webster Hall, Music Hall of Williamsburg, Welmont Theater and the CMAC nonprofit in upstate NY similar to Ives but larger capacity.
- A sampling of their current artists are The Rolling Stones, Green Day, Steve Miller Band, Counting Crows, My Morning Jacket, Moody Blues, Phil Lesh & Friends, Muse, Zac Brown Band, Ray Lamontagne, Smashing Pumpkins, Meatloaf, Lyle Lovett, Moe, Umphrey's McGee, Al Greene, Indigo Girls and many others.
- Bowery will guarantee a minimum of 7 concerts a year, but could possibly be 7 – 10. They will book, take the risk, ticket, market the events and Ives will assist with marketing and promotion and provide staffing.
- Bowery will be exclusive promoter for 2013, with exceptions; fine arts, reggae, Beatles and rentals.
 - Revenue Share
 - 20% Gross Concession Revenue
 - 25% Gross Revenue New Sponsorships
 - 35% Gross Revenue Sponsorships Cultivated by Promoter
 - \$2 per Ticket Facility Fee
 - 25% Net Revenue Proposed Pole Banner Advertising/ Restaurant Guide
 - Proposed Launch Conceptual Co-Branded Merch Line
 - \$2500 Rental Per Show
 - Minimum \$2500 Paid Per Show Guarantee
- Launched "Every Day is a Holiday" promotion and Gift Certificate packages available on website, Constant Contact E-Blast, Facebook and Twitter.

- Phyllis submitted grant summary to State Office of the Arts for \$100,000 for the

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Ives Westside Arts & Entertainment District. The grant included significant cross sector community collaboration. The summary was approved by the State and Ives was invited to submit a full grant. Review process rate was low and did not warrant the investment of time for full submission as most of the funds would not go to Ives.

- A grant submission was also prepared to Savings Bank of Danbury by Phyllis to continue Garden Series support.
- Phyllis described a success story with sponsor State Dept. Children & Families with foster teen Ilyssa. This Ives co-promotion with News Times and 98Q Radio, arranged a Daughtry meet and greet with story on her life in foster care facilities. The publicity brought a NY family who stepped forward to adopt Ilyssa. A life changing positive outcome for this foster teen.
- Steve proposed an annual Sept 11th commemorative concert for Ives Festival Orchestra with the WCSU Woodwind Ensemble. A discussion continued.
- Eileen suggested we sell family packages for the Fine Arts and Family Series.
- A new Marketing group will meet with Leverage to develop a comprehensive marketing strategy with goals and benchmarks which will include action steps.
- Independent sales team, Rebecca Ciferri and Kathy Bardes signed contracts and will work on selling advertising and sponsorships for a 15% commission.
- Discussions are underway to develop a food and wine festival.
- The Sponsor Reception will take place in 2013 on Thursday March 21 at the Amber Room Colonnade.
- Frank mentioned that the Theater Dept will present *Into The Woods* next weekend and invited board members.
- Fernando invited the board to see *Amal and the Night Visitors* on December 7th.

OTHER BUSINESS:

- Tanya recommended value swipable gift cards that Ives can sell all season. Will look into lead time and costs with cash register co.

- Fernando thanked the board for their concern during his surgery and his wife's illness.
- Steve thanked Phyllis, Sophia, Tony, Noel, Paul, WCSU and all board members for their hard work and dedication. He is proud of our City Authority.

On motion by Tony Vournazos, seconded by Frank Herbert, the meeting was adjourned at 7:42 p.m.

The December meeting will be cancelled.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Phyllis Cortese", written in a cursive style.

Phyllis Cortese, Executive Director

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