



CHARLES IVES AUTHORITY FOR THE PERFORMING ARTS

A Nonprofit Organization

Minutes Board of Directors Meeting, Oct. 19, 2011

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 Oct. 19, 2011

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

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

ALTERNATES PRESENT: Ellen Cavallo-Buccitti, Brett DeWeese

ALSO PRESENT: Phyllis Cortese, Paul Reis, Tanya Wulff Truax

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

CHAIRMAN'S REPORT: Steve Greenberg

- The Martin Stein memorial event will be postponed until the spring.
- Members of the board are encouraged to suggest sponsors, corporations or donors who should be invited to the Amber Room thank-you event.
- Steve said the Ives Authority has presented itself with a new image and we're closer to being the way we want to be. He talked about WCSU and the world-class arts center that will be constructed adjacent to our venue.

- Steve expressed the need to raise more money and start grant-writing with a target of \$100,000.
- We need to use ambassadors, event staff and others to fundraise year-round.

FRIENDS OF THE IVES REPORT: Noel Roy Jr.

- Noel said the group needs to add more members with experience in fundraising and event planning, as well as with relationships with individuals and corporations in the area.
- He outlined the goals of the Friends and the committees he proposes creating.
- Noel also suggested some alternative fundraising opportunities to consider.

GUEST SPEAKERS: Claudia Coopersmith and Mark Fancher

- Claudia said she and Mark have lots of ideas for improvements to the site. She said she will need some funds to execute the ideas and will ask her friends. She wants to enhance the work they've already done.

TREASURER'S REPORT: Anthony Vournazos

- Tony reported he is researching a tent to cover the reserved seating area.
- He met with the WCSU police department and we can get digital security cameras that can be accessed remotely by the board.
- Tony provided an analysis of the concert season including the P&L; the only figure that still needs to be corrected is the charge from the state police, which was incorrectly billed at the wrong rate.
- The fiscal year ends Sept. 30 and we're in good shape. Some negotiating of expenses will still take place.
- We need to consider our need for capital improvements to the gazebo and the desire for bathrooms in the future.
- In order to get health insurance, we will need to have two fulltime employees on the payroll.

- The authority will have to change the way we collect debts so that not so much is outstanding, as well as tightening the contracts in terms of tickets.
- Private parties will need to be billed up front from now on as well, as there continue to be outstanding concession bills.
- The 501(c)(3) letter of determination has been received!
- Noel thanked Tony for all his work and Steve further expressed his appreciation.

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

MARKETING COMMITTEE REPORT: Eileen Curran

- Eileen distributed a sample of the landing page Leverage has designed for the Web.
- There was a discussion about better utilizing Twitter and FB to thank donors, sponsors, guests.

EXECUTIVE DIRECTOR'S REPORT: Phyllis Cortese

- Cloud Technology systems and data migration almost complete, with Gift Works CRM Fundraising software installing next week.
- Reviewed costs of Friends Annual Support Spring Campaign and breakdown of gifts received.
- Phyllis presented Fall Annual Support Campaign maximizing end of year donations with viral component; Facebook, Twitter & Website.
- Phyllis submitted two program grants; Savings Bank of Danbury for \$5,000 and Meserve for \$10,000. Garden Series Program featuring nature stories from around the world, multi-cultural performances, wine tastings, art shows, educational lectures, fountains, arbors, wrought iron garden furniture, benches for naming opportunities and additional revenue stream.

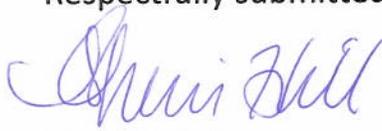
OTHER BUSINESS:

- Phyllis Cortese and Tony Vournazos were asked to leave the room so a discussion could take place about salary and benefits for Ives employees.
- Paul Reis will chair a committee to look into insurance benefit options.

On motion by Frank Herbert, seconded by Brett DeWeese, the meeting was adjourned at 8:38 p.m.

The next meeting is Wednesday, Nov. 16.

Respectfully submitted,



Sherri Hill, Secretary