



**CHARLES IVES AUTHORITY FOR THE PERFORMING ARTS**

A Nonprofit Organization

Minutes Board of Directors Meeting, Dec. 18, 2013

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 Dec. 18, 2013

The meeting was called to order at 6:12 p.m. The members were recorded as:

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

ALTERNATES PRESENT: Brett DeWeese, Paul Reis, Ellen Cavallo-Buccitti

ALSO PRESENT: Phyllis Cortese, Executive Director

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

CHAIRMAN'S REPORT: Steve Greenberg

- Steve raised the question about whether we have the right strategy with regard to promoters and solicited input from the board.
- He also asked what can be done to better energize board members so that they are engaged and are all rowing together.
- Season ticket sales are not as robust as hoped, and Steve asked if we should consider hiring students to sell them.
- In looking at similar venues, Steve asked if we believe we can do a regular, low-cost event and still break even. Brett suggested a good cover band instead of a local band for this purpose, with open seating and beer and hot dogs only.

- Tanya suggested that our strength is in festivals and we should do more of them, Ellen proposed a carnival reminiscent of the Danbury Fair, and Sherri suggested an annual arts & crafts show on the property. Other suggestions included car shows or motorcycle shows and working to encourage the university's WestFest to take place at Ives.
- Steve suggested that board members chair a sub-committee for an event they would like to see at the venue and bring their friends on board to help.
- Tony proposed encouraging more food vendors and setting up a better system to make it worthwhile for them to consistently vend at shows.

TREASURER'S REPORT: Anthony Vournazos

- Tony did a review of the Balance Sheet. We'll have a \$10-20K buffer going into the spring through the end of June.
- The Friends of the Ives has about \$40K in its account.
- We're undergoing our audit now.
- Tony will send the port-o-potty contract out to bid in hopes of securing a partner who also wants a sponsorship.
- DiCello, the beer/wine distributor, was very happy with last season's business.

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

EXECUTIVE DIRECTORS REPORT: Phyllis Cortese

- Phyllis provided an explanation of the season ticket rollout and discussed what could be done to obtain better acts and more promoters.
- She said that the Reggae Festival has recommitted for this season and they might bring an R&B Festival, as well.

- Phyllis discussed utilizing Living Social and the rollout of the Business Rewards card that is part of the season ticket package. She said the local chambers of commerce are responding favorably.
- An anonymous grant has been received by the Friends of Ives in the amount of \$53,000.
- Ives will host a charity golf tournament at the Ridgewood Country Club on June 16 and a 5K on September 21.

OTHER BUSINESS – Paul Reis

- Paul said they are going to rebid the job to repair the gazebo roof, looking to begin work in April. Frank suggested waiting until fall so that there won't be concerns about getting the roof done in time. The board concurred that waiting until fall makes more sense.

After motion by Noel Roy, seconded by Gina Marcus, the meeting was adjourned at 7:52 p.m.

The next meeting is Wednesday, Jan. 15.

Respectfully submitted,



Sherri Hill, Secretary