

**MINUTES**  
*(Amended 23 July)*  
**Central Iowa Symphony Board**  
**July 1, 2008**

Attending: Donita McCoy (presiding), Noelle Fultz, Kathleen Foster-Wendel, Karl Gwiasda, Sara Markley, Jane Ringwald, Sam Wormley

**Administrative**

President McCoy called the meeting to order at 7:20 pm. The distributed agenda was approved.

The minutes for the meeting of June 10 were approved after the correction of typos.

Treasurer Ringwald distributed copies of the Budget Review and of the proposed budget for the 2008-2009 season. The Budget Review shows that the past season had a shortfall of a bit under \$10K. Substantial savings were made, however, in some budgeted items. After a brief discussion of the proposed 08-09 budget, the board unanimously approved its adoption.

Ringwald remarked that there is a large discrepancy between the City Auditorium's report of the number of attendees at the April 27 concert and the number obtained through a ticket count. Ringwald will speak to the Auditorium's manager about establishing a procedure for reaching a count that can be trusted as reliable.

**Orchestra and Concerts**

*Summer concert*

McCoy reported that she is seeking an additional performer or performers to appear with the Central Iowa Brass Quintet at the July 26 program but has so far not found anyone who can appear. Because printed materials must be prepared soon, only the Brass Quintet will be advertised in the publicity and on the posters for the concert.

Fultz agreed to prepare a poster for the concert. Gwiasda will prepare a half-sheet ticket-order form to distribute at the concert. During the concert intermission, he will also offer some remarks about the CIS's coming season. Some arrangement will be made for enabling people to make a cash contribution at the concert should they wish to. McCoy will look into the possibility of holding the concert at an indoor venue in case of rain.

*Next season's schedule*

McCoy reported that Matthew Smith has expressed an interest in conducting the April concert, but because the concert falls within Veishea weekend, other obligations would prevent his leading a morning rehearsal. The date for Veishea was changed after the CIS schedule was set. By unanimous vote, the board agreed that the concert date should be changed to April 25 if the City Auditorium is available on that day. If the concert date has to be kept at April 18, the rehearsal might be shifted to the afternoon.

*Next season's pricing*

The board reconsidered the ticket prices that were set at the June meeting. By unanimous consent, the board changed the season-ticket pricing to \$50 for Adults and \$35 for Seniors. Under the previous pricing, the Seniors price had entailed no savings over single-ticket purchases, while the Adults price offered a substantial savings. The new pricing establishes a more equitable balance between the two categories.

## **Orchestra support**

### *Next season's brochure*

Fultz and Wormley have been working on putting together the season brochure. They passed out the text that has been prepared concerning the four concerts and invited board members to suggest changes.

### *Web site*

Wormley raised the question of making it possible for people to order subscriptions or tickets through the CIS Website. To take that step, the CIS will need to establish some means, such as the use of PayPal, to permit sales by credit card. This matter will require investigation as to costs. For the coming season, Wormley will revise the Website to include an order form that patrons can download and then mail in.

### *Advertising and sponsorship*

McCoy said that she will speak to Hoshaw Fine Violins, Rieman Music, and Russell Piano Service about becoming advertisers for the 2008-2009 season. She noted that Rieman's purchase of Keepers Music removes Keepers as a possible advertiser. Finding other advertisers and business sponsors has to be a high priority.

### *New board members*

McCoy reiterated that another high priority is recruiting new board members. The orchestra personnel will be asked if they know of anyone who might be willing and able to serve on the board.

### *Gala and Make Me a Maestro*

McCoy remarked that because the coming season consists of concerts led by guest conductors, holding a Make Me a Maestro event is impractical. A Gala, however, is feasible. Markley agreed to take care of arranging the Gala, which she is tentatively scheduling for late September or early October. She is looking for a suitable indoors venue, possibly the Prairie Moon Winery.

The meeting was adjourned at 8:45 pm.

Karl Gwiasda  
Secretary

*NEXT MEETING: Tuesday, August 5, 7:15 pm*