

Draft version
MINUTES
Central Iowa Symphony Board
August 5, 2008

Attending: Donita McCoy (presiding), A. M. Fink, Karl Gwiasda, Sara Markley, Jane Ringwald, Sam Wormley

Administrative

President McCoy called the meeting to order at 7:25 pm.

The amended minutes for the meeting of July 1 were approved.

Treasurer Ringwald distributed copies of the Budget Review. As a separate matter, she noted that CIS documents that concern donations should be worded to read that donors giving “\$35 or over” will be listed in the concert playbills. In some instances, the phrasing has appeared as “over \$35.” Without calling for any action, she also noted that in actual practice, all donors have been listed.

Summer Concert

Markley, Ringwald, and Gwiasda reported that the concert by the Central Iowa Brass Quintet in Bandshell Park drew an audience of at least 100 people. The engaging program was well received. Flyers announcing the CIS season were distributed among the attendees. Markley and Ringwald reported that two people purchased season tickets at the park. The board thanked Fultz for her work in preparing the concert posters.

McCoy noted that the Brass Quintet had performed gratis. Given that the concert expenses were lower than had been anticipated, she suggested that the quintet be paid something as a gesture of appreciation for providing a full evening’s music. It was moved, seconded, and unanimously approved to give the ensemble a \$300 honorarium.

2007-2008 Season

Brochure

McCoy noted that the brochure and program covers have been sent to the printer and will be ready before long. Wormley reported having ordered 2150 brochures after finding that the mailing list held more names—about 1750—than had been thought. Brochures will be mailed through the printer. The extra copies are to be delivered to McCoy, while the program covers will be sent to JetPrint.

Advertising

McCoy remarked that the board needs to make a vigorous effort to secure advertisers for the concert playbills. The costs of ads are as follows:

Full page	\$750
Half-page	\$500
Quarter-page	\$250

In addition, advertisers are given guest passes, each of which is good for any one of the season’s concerts—15 passes with a full-page ad, 10 passes with a half-page ad, and 5 passes with a quarter-page ad.

Markley agreed to serve as coordinator of the search for advertisers in order that there not be an overlap or redundancy of effort. Board members should notify Markley of the prospective advertisers they intend to visit.

Tickets

Ringwald said that she would attend to having the concert tickets printed.

Publicity

Markley said that she is seeing into getting the CIS concert schedule included on the “Ames 365” Web site. Ringwald volunteered to prepare a list of sites at which concert posters can be placed. She will then organize the list by neighborhood so that volunteers will know exactly where to drop off or put up posters and will avoid going to sites that have already been visited by someone else. Wormley said that he will check with the Ames Public Library about the possibility of making a reservation to use the Library’s display case for a CIS display.

New board members

Wormley reported that he has been trying to recruit people to fill vacancies on the board. Of the four people he has spoken with, two have declined while the other two have not yet decided. Wormley said that he needs more names of prospective members.

Gala

Markley reported that the open dates at Prairie Moon Winery do not jibe well with the CIS calendar. Hence she is looking into other sites for the Gala. The two most promising possibilities are the Ames Country Club and the Octagon. Markley said that the date she is hoping to use is Sunday, October 12.

Markley asked whether the silent auction should be confined to art-objects as it was last time, or whether a broader array of donated items would be acceptable. The board agreed that donated items need not be limited to artworks.

Sample the Arts

McCoy reported that she has reserved a booth for the CIS at the *Sample the Arts* fair to be held later this month. McCoy, Markley, and Wormley agreed to put together a display for the booth.

Conductor search

Fink reported that an interview date has been set up for Mitchell Lutch, one of the applicants for the conductor’s position.

The meeting was adjourned at 9:05 pm.

Karl Gwiasda
Secretary

NEXT MEETING: Tuesday, September 2, 7:15 pm