

## Central Iowa Symphony Board Minutes

September 1, 2009

**DRAFT VERSION**

**Attending:** Sam Wormley (presiding), Carin Forbes, Jane Ringwald, Noelle Fultz, Kathleen Foster-Wendel, Sara Markley (*ex officio*), Eric McIntyre

### Administrative Matters:

- The meeting was called to order by President Wormley at 7:25 p.m.
- The minutes for the August 4, 2009 meeting were approved.
- A treasurer's report for revenues and expenditures for FY 2009, closing on August 31, 2009, was approved.

### Grants

- Kathleen Foster-Wendel reported that she would be requesting a \$10,000 grant from COTA, as this is the maximum amount for this grant. She reported that COTA gave us \$8,000 last year.
- Foster-Wendel also indicated that she was told by the Mini-Grant board that we ought to think of another reason for requesting this particular grant other than defraying the cost of free tickets for youth audience members. Eric McIntyre suggested using the Mini-Grant to cover soloist and rental music fees for the May concert. The board agreed to use McIntyre's suggestion. McIntyre said he would email Foster-Wendel with further details of this.

### Conductor's Report and Update

- (See 2<sup>nd</sup> bullet under Grants above)
- McIntyre also reported that he is not yet set on a program for the December Concert. He indicated that he has been trying to contact Sylvia Munson about collaborating with the Ames Children's Choir for the concert, but he is concerned that the Choir has a concert on the same day (or at least the same weekend) as CIS. Foster-Wendel mentioned the Gilbert High School Choir as a possible source for collaboration.

### Donation to CIBQ

- President Wormley suggested that we should make a donation to the Central Iowa Brass Quintet (CIBQ) for their services this year at the August concert and the upcoming Gala. Ringwald indicated that we donated \$300 last year. The board approved a \$350 donation to the Central Iowa Brass Quintet.

### Gala

- Sara Markley reported that she has received 50 RSVP's for the Gala as of the meeting date (9/1/09), and that the RSVP's were not due until Friday, September 4.
- Jane Ringwald and President Wormley volunteered to be greeters and to pour wine during the Gala. Wormley also said that he will have a slideshow of photography from past CIS events to run during the Gala.
- Board members were asked to be at the Ames Golf and Country Club at 12:00 p.m. on Sunday, September 20<sup>th</sup> to help with Gala set-up if they are available to do so.
- Noelle Fultz mentioned that we should announce the Gala to the orchestra at the first rehearsal on September 14<sup>th</sup>. It was decided that Carrie Forbes would make a general announcement about the board, including our need for board members, and mention the Gala during this announcement

### Advertising/Publicity

- Wormley indicated that he would like to send an e-copy of the posters for the October 10<sup>th</sup> concert to people who donate to CIS and/or purchase early tickets. Jane has email addresses of some of these people and will forward this to Sam.
- Fultz said that she was approached by The Sun about running an advertisement. The Sun is an advertising newspaper that is distributed to all Story County residents free each week, and other arts organizations do take advantage of advertising in The Sun. It was agreed that we ought to look into this more. Fultz will get a price structure and will report back next meeting.
- There was some confusion about follow-up for an Ames Tribune Article regarding the Season Opener. Foster-Wendel will contact Carol Horowitz about this.
- It was suggested that we should look into advertising on the WOI Community Calendar. Fultz will look into entering the October concert onto that calendar.

She will also ask them about having the DJs mention our concert during programming. It was also mentioned that we might want to consider sponsoring a donation through the Iowa Public Radio fundraiser by providing free tickets to our concerts through donations.

**Program Covers**

- Fultz brought in several examples of designs for program covers that she had created using Microsoft Word. There was a general consensus for the cover that had a black/white photo of the orchestra (unenhanced).

**The Search for Board Members**

- The following strategy was adopted for finding additional board members:
  - Asking the Orchestra
  - Asking the donors through a letter from President Wormley, with a follow-up phone call.
  - Advertising vacant board seats and need for volunteers on the website.
  - Advertising vacant board seat and need for volunteers on the last page of the concert program.
  - Building community with the audience using the concert conversations and other strategies to encourage the general public to volunteer for the board and other positions.

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The meeting was adjourned at 8:40 p.m.