

**MINUTES**  
**Central Iowa Symphony Board**  
**August 4, 2010**

Attending: Sam Wormley (presiding), Karl Gwiasda, Margaret Johnson, Janet Klaas, Julienne Krennrich,  
Barbara Matthies, Jennifer Musgrove, Jane Ringwald  
*Ex officio*: Eric McIntyre

**Administrative**

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

The minutes for the July 6 meeting were approved.

**Treasurer's report and 2010-2011 budget**

Treasurer Ringwald submitted a final report of revenue and expenses for the 2009-2010 season. While expenses were kept below the budgeted sums, revenues were also lower than forecast. The result is an operating loss of about \$6500.

Ringwald also submitted the proposed budget prepared by the Executive committee (sans Forbes) for the 2010-2011 season. The budget anticipates a loss of about \$4000 and signals the need to increase revenue. By unanimous vote, the board adopted the budget.

Wormley noted that the pending proposal to offer free admission to the 2011-2012 concerts would mean that the CIS would have to find a source of revenue to offset the loss of \$6000 to \$8000 in ticket sales. Foster-Wendel has remarked and Krennrich reiterated that offering free admission could make CIS eligible for grants to defray the loss in ticket sales. McIntyre commented that having a basket for voluntary donations could also act to offset the loss in sales. He noted that nonprofit organizations have found that they actually received more money when people were left to give what amount they chose in place of being charged a set ticket fee.

**Conductor's report**

McIntyre reported that tomorrow evening's summer concert promises to be a good one. The orchestra has sufficient violins, and rehearsals have gone well.

**Season brochure**

By email, Fultz reported that the draft for the season brochure is ready. She asked all board members to proofread the text and let her know of any errors.

Fultz also noted that CIS has entered into an ad exchange with Yellowbook. Under the exchange, CIS will receive an ad on the directory cover, while a Yellowbook ad will appear in the CIS playbills during the 2010-2011 season.

Klaas noted that she found some mistaken entries in the mailing list. She agreed to make needed deletions or additions to the list prior to its use for mailing the brochures. She asked that board members review the list to let her know of any mistakes or omissions they are able to identify.

**CIS Quartet**

Musgrove reported that the CIS Quartet drew a favorable response from the customers at the Wheatfield store. At the checkout counters, each customer was given a CIS flyer. Some customers mentioned their appreciation of the musical performance.

On Thursday, September 16, from 5-8 pm, the Quartet will be playing at Stam Chocolaterie on Main Street. The players have been told that they may put up a donation box for contributions to the orchestra.

## **Board tasks**

In keeping with the effort to distribute workloads and to train back-up people for specific tasks, various volunteers agreed to assist, or “apprentice to,” board members who have been handling specific assignments:

*Concert volunteers:* Johnson offered to do ushering at concerts or to work in the ticket booth. Other ushers will be needed, possibly through volunteers other than board members. The orchestra may need a stage manager should last season’s manager be unable to continue that job.

*Flowers and decorations:* Ringwald agreed to confirm that Everts will provide plants or flowers for the stage at each concert.

*Gala:* Forbes and Fultz are overseeing planning for the Gala.

*Make Me a Maestro:* At this point, no one has been found to organize the Make Me a Maestro contest.

*Letter writing:* Matthies agreed to assist Wormley in writing the letter appealing for donations.

*Grant writing:* Krennrich is assisting Foster-Wendel in grant writing.

*Publicity:* Musgrove is assisting Fultz in preparing publicity. Klaas also volunteered to assist so that responsibilities can be subdivided.

*Playbills and posters:* Matthies volunteered to assist Gwiasda in preparing playbills and posters.

*Archivist:* Klaas agreed to look after collecting materials concerning CIS and to send the Ames Historical Society items that should be saved for historical record. She and Wormley will also cull through the printed material that has been accumulated by previous board presidents.

## **Staff**

Brian Bunn will continue as Orchestra Manager and Donita McCoy as Librarian. Stephani Scherbart will again prepare program notes.

## **Website facelift**

Wormley asked that board members send suggestions for improving the CIS website. McIntyre said that he has been looking at other sites and will send Wormley information about those that have attractive features.

## **Other business**

By unanimous vote, the board agreed to spend \$60 to place an ad for the October concert in the October issue of *The Field Report*, issued by the Wheatsfield Co-op.

The meeting was adjourned at 9:00 pm.

Karl Gwiasda, secretary

*NEXT MEETING:*  
Tuesday, September 7 at 7:15