

# MINUTES

## Central Iowa Symphony Board

September 6, 2011

**Attending:** Sam Wormley (presiding), Mary Darrow, Noelle Fultz, Peg Johnson, Julienne Krennrich, Janet Klaas, Eric McIntyre (*ex officio*). **Absent:** Jane Ringwald, Julie Stroud. [Jennifer Musgrove resigned from the board on July 18.]

**Administration:** Sam Wormley called the meeting to order at 7:20 p.m. The board approved the minutes of July 5, 2011.

**Treasurer's Report:** Treasurer Jane Ringwald is out of town until September 17. In her place President Wormley presented the report. CIS, as of September 6, 2011, has \$2,970.87 in its money market account and \$13,313 in its checking account. He passed out copies of the second revision of the CIS Budget Worksheet for 2011-2012. Wormley gave Julienne Krennrich complimentary tickets for CIS orchestra members to distribute at the next rehearsal.

**Conductor/Music Director Report:** Eric McIntyre said the orchestra has four new violinists (three from the same family). This will compensate for the four violinists who left the orchestra at the end of the last season. The season opener (Liszt Bicentennial) concert will have 70 minutes of music (Symphonic Poem No. 8: *Heroide funebre*, S. 102 and Hungarian Rhapsody No. 2, S.244/2 by Franz Liszt and Concerto for Violin and Orchestra, by Aram Khachaturian. The CD he chose for the winner of the evening's drawing will be the Khachaturian piece performed by David Oistrakh and the Philharmonia Orchestra of London. The concert will occur the week before Liszt's birthday (October 22, 1811). Guest artist Caleb Polashek promises "to fill the house!" The orchestra will have two working rehearsals and one dress rehearsal before the performance.

**Review of the August 4<sup>th</sup> Pops Concert at the Durham Bandshell:** The performance was well attended and season brochures were distributed among the audience. Janet Klaas and Peg Johnson told of problems they had with Mike King, manager of the City Auditorium and the bandshell stage, the week previous to the performance. They and Jennifer Musgrove were handing out fliers for the Pops Concert during the hour before the last Municipal Band concert on July 28. King objected to this and said there is a rule against such an act. He suggested that CIS should underwrite this last Municipal Band concert for two or three thousand dollars in order to publicize the CIS concert! A somewhat heated discussion followed and King suggested that Klaas write him an e-mail asking to have the Parks & Recreation policy revised. With the board's approval, Klaas or Wormley will contact department head Nancy Carroll before next year's concert about this "policy." Klaas reported that she and Krennrich handed out over 100 fliers for the pops concert at the July 23 Main Street Farmers Market. This seems a very worthwhile marketing effort not only for the pops concert, but also for the CIS in general. We

will do this again next summer when we might add a soloist or an ensemble from the orchestra to attract people to the CIS table.

**Marketing Update:** Klaas and Mary Darrow reported on the meeting of the Marketing Task Force on September 3. Darrow said that her son, Andrew Mushel, is willing to work on the formatting of *Quarter Notes*, CIS's revived newsletter. The first issue deadline is the first week in October. Noelle Fultz, the other member of the Marketing Task Force, said that her husband Aaron is interested in doing some writing for the newsletter. The first issue will contain an article by McIntyre, the listing of the season concerts, and other announcements (as needed) on the front side and an article about Caleb Polashek with photo on the back. The newsletter will be e-mailed by Wormley to all the CIS patrons who have reported their e-mail addresses and it will also appear on the CIS's webpage and Facebook. We will also distribute paper copies of the newsletters at our concerts. Darrow and Fultz will collaborate on the production of the newsletters. Klaas asked for permission to join the Ames Convention & Visitors Center (ACVC) on behalf of CIS for \$75. This will assure the inclusion of CIS events on ACVC calendars, e-mails, and other publications. She will underwrite this membership this season and it will become part of the marketing plan each year. Permission was given [she joined on September 9]. Fultz showed two possible season posters which board members can distribute. McIntyre noted that the most compelling colors to use in publications are orange, red, black, silver, and gold. All board members will be assigned a list of places where the season posters, brochures, and concert posters should be displayed. Klaas will e-mail the list to board members with their individual assignments. Fultz said she will link the Facebook account to the webpage. Mary Darrow had reserved a spot for performers from the orchestra at Gilger Designs during the September 15 *Music Walk on Main Street*. Julie Stroud volunteered to work with others from the orchestra to bring this about, but Krennrich pointed out that there was too little time to plan for a performance in ten days. She suggested that we anticipate this earlier next year so that we can participate in the 2012 Music Walk.

**Grant Writing Update:** Krennrich will work on Ames Commission of the Arts (COTA) grant for 2012-13 (deadline is October 11, 2011). Klaas will provide copies (electronic or paper) of all marketing materials for Krennrich to use for the end of season report required by COTA. COTA mini-grants are now called COTA special project grants. CIS was granted one of these grants this season, but Krennrich declined it because it was for the Eulenspiegel Puppet Theater collaboration for this December which fell through (see July 5, 2011, minutes). CIS did not receive the Target grant for up to \$2,000 this year which was puzzling to Krennrich. She will again pursue a grant from the Iowa Arts Council which calls for an "example piece" (i.e., a recording of the orchestra). Eric will speak to the orchestra about accomplishing this; he thinks it can be done for \$200 or less.

**Preparation for October 15, 2012, Concert:** Krennrich is working with Mary Kay Polashek on the information for the playbills. CIS will pay for Caleb Polashek's airfare from Austin. Any donations which have been earmarked for Caleb will be given to him as an honorarium. McIntyre said that he thought Randy Howshaw may underwrite some of the costs of bringing Caleb to Ames. The concert will be advertised in the *Ames Bulletin Board*, on the Convention & Visitors Center's calendar, e-mail and website, in Wheatsfield's *Fieldnotes*

newsletter for October and will appear in the ACAC Arts Calendar. Ringwald will take care of requesting flowers for the stage from Everts. Johnson and Wormley will run the box office. Wormley will prepare the forms for the CD raffle. Krennrich will make sure there are ushers. [Jennifer Musgrove has already volunteered her family as ushers.] Klaas will talk to people at the *Ames Tribune* about writing a feature article about the concert and about Caleb. [Note: Kathy Hanson has agreed to write the article and she is in touch with Mary Kay Polashek.] Klaas will create a more pleasing table display in the auditorium lobby with a tablecloth, flowers, free cough drops, the raffle paraphernalia, copies of *Quarter Notes* and season brochures. Soon the concert and season fliers will be available for distribution throughout the community (Fultz and Wormley). Attendance statistics and raffle forms should be sent to Klaas. Wormley will be taking photographs.

**Preparation for May 6, 2012, Concert:** Klaas reported that after the July board meeting, she contacted Phyllis Craig, director of the Octagon Center Arts about a showing of the works of entrants to CIS's Synesthesia juried arts competition. She said the Octagon is very interested in the project, but both galleries (the community gallery and the regular Octagon gallery) are booked for more than a year. She said that sometime after the September 25 Octagon Art Festival she would like to discuss scheduling a gallery for the 2012-2013 season (Klaas will follow up on this). Klaas had also contacted Dennis Dake who chairs the art exhibition committee for the UU Fellowship of Ames (Gallery-in-the-Round). He, too, said that the gallery had been scheduled through the spring of 2012, but that he might possibly work something out for CIS. Dake is returning from a trip to Germany on September 18 (Klaas will follow up). McIntyre said that if a gallery cannot be found soon for the May concert, he will cancel the competition again for this season.

**Other Business:** Krennrich is still working on setting a date for the board's visioning retreat (an outgrowth of the meeting of board members with Paul Ferrone last June. Board members feel that Saturday mornings or Sunday afternoons will work best. Mary Darrow has agreed to facilitate the retreat. Wormley suggested having the retreat at the State Forestry Nursery in Ames. Klaas will miss the October board meeting; Krennrich agreed to take notes for the minutes.

Janet Klaas, secretary

***NEXT MEETING: Tuesday, October 4, 2011 at 7:15 p.m.***