

## Cave Run Symphony Orchestra Board of Directors Minutes of September 30, 2015 Meeting

**Attending:** Ewell Scott (presiding), Mark Minor, Janet Hogge, Clyde James, Nathan Dishman, David Oyen, Don Grant, Bob Pryor

**Minutes** from August 13, 2015 meeting approved as written

**Treasurer's Report** (Janet Hogge)...see full report for details

- Balance on hand as of 9/30/15: \$66,777 with a net of \$6312 to be added once everything has cleared at the MSU Foundation. Still waiting for bills from the Conference Center and Morehead News and income from program ads.
- Minor asked for more expense detail to be included in the Treasurer's report
- Was noted that 7500 brochures were printed at a cost of \$1297 and 500 programs for \$321. Question raised as to whether we need to print that many programs in the future.

**Review of September 27, 2015 Water Music Concert** with John Roberts conducting:

- Oyen: some minor glitches in the musical presentation but other members had no idea anything was amiss. Need to make sure ahead of time that a room is reserved for musicians to store instrument cases, etc. during the concert. A mike stand for the conductor is needed in the future and it would be most helpful for conductor to have program notes prior to concert so that his/her introductory comments can complement them.
- Oyen also raised the issue of the **horn section sounds** not being projected forward to the audience. Discussion about how to create some kind of acoustical barrier which would solve this problem. Oyen, Grant, Dishman, Phil Martin will work on finding a solution.
- 278 tickets were taken up at the door and estimates of between **300-325 persons in attendance**. Despite an effort to get Storytelling Festival attendees to also attend the concert, no one produced a festival "swatch" to receive a reduced-price ticket.
- Overall feeling was that the **concert was excellent** and very well received by the audience. People very pleased with the conductor
- **Sincere thanks** to: Catherine Rogers for designing and putting together the program; Julia Martin for providing food for musicians; Phil Martin for supervising the setting up of the risers; all those who participated in the note writing "party."
- Scott noted that the campaign of mailings to the Montgomery County area Arts group did not appear to bear much fruit in attendees from that area. Encouragement to continue to provide future concert information to those folks.

Noted that the concert had been videoed and posted on utube. Discussion about need for licenses and royalties for music if this were a production sanctioned by CRSO.

Grant suggested that in order to maintain the quality of performance **local musicians have an extra rehearsal** the night before a concert. Discussion followed. Issue of additional pay for conductor and the musicians for their extra time. Issue will be studied further with possible implementation for next season.

James suggested that CRSO might look into bringing a **noted soloist to perform** with the orchestra.

**Program Advertisement Revenue:** Currently advertisers pay \$100/150/300 for an ad which will appear in all the season's programs. Seems like a good deal. Should those prices be increased? No decision made.

**Motion:** Minor moved/James second that **Steve Tirone** (creator of the Symphony sculpture) receive 2 complimentary tickets to all concerts for the rest of his life. **Motion Passed.**

**Ticket Taker Vests:** Scott got the vests this time but suggested that a sponsor be found for the vests and for a certain sum have their logo placed on them. Scott will pursue this.

Efforts in the future to **avoid calendar conflicts** with major community events (this time with the Browning Orchard Festival). Also decided that any Sunday concert start at 3 pm; Saturday concerts in the evening at 7 or 7:30 pm.

**Soiree for 2016:** KY Bank and SCRMC are both interested in sponsoring again. Grant will talk with musicians to get a preferred date from them and then will clear with CHER building as the hosting site. Efforts should be made to avoid March Madness if at all possible.

**Wendy's Give Away Gift Cards:** Wendy's has given CRSO \$800 worth of gift cards. Decided that \$10 cards would be given to the students who help transport percussion equipment to and from the concert. Further discussion about how best to use the balance of the cards.

Discussion about getting **more students to attend concerts**. Idea of inviting them to come to the rehearsals. Oyen will email Middle and High School music teachers to make them more aware of the concerts and the educational opportunities for their students. If teacher brings students, he/she would also get in free.

Talked about letting any MSU student with a student ID in free to any concert. Was a decision made on this?

**Kroger Shoppers**: Hogge will set up account for CRSO with Kroger so that customers can designate CRSO as recipient of a percentage of their purchases.

Scott Items:

- Raises the idea of having an **Honorary Chairperson** for the CRSO. Who might that be; what would be the value of doing that; what, if any, duties would they have? The name of Dan Markwell was raised as a possible candidate.
- **Bluegrass Community Fund**: met with representative of the group. CRSO would have to become a 501c3 organization in order to take advantage of their services. This issue has been tabled at this time.
- Idea of having a **Kentucky well known concert moderator/master of ceremonies**: possibility for the February or April concert. Have a pre-concert reception for that person where they might speak. James: Keep things simple! Scott will pursue.
- **Tom Eblen**, columnist from the *Lexington Herald* wants to attend one of our concerts...hope for a fine article about CRSO should he be able to come.

James will be responsible for getting concert posters up before the December performance.

Grant offered the idea of a **Youth Artists' competition** in conjunction with MSU and CRSO. Would be an opportunity for young artists to compete with the winner(s) playing with the CRSO and receiving some scholarship money. It could also bring a lot of business to the area and provide income for CRSO. Board expressed interest and asked Grant to bring back more information on the logistics of such an endeavor.