

Cave Run Symphony Orchestra Board Meeting May 25, 2016 Meeting at Rowan County Public Library

Attending: Ewell Scott (presiding), Mark Minor, Clyde James, David Oyen, Sharon Jackson, Don Grant, Kent Freeland, Suanne Blair, Curt Hammond, Judy Yancy, Bob Pryor

Minutes from the April 25, 2016 Board Meeting were accepted with the change that the October 8th date for the Trumpet Extravaganza DOES work for the “headliners” but does not work for the MSU jazz ensemble.

Financial Report: Janet Hogge was not present but sent notice that the Symphony has approximately \$70,000 on hand in the bank.

- Scott reported that the CRSO had received a \$3000 grant from Morehead Tourism to be used for publicity and promotion for the 2016-17 concert season.
- Requests have been made to both Morehead City Council and Rowan County Fiscal Court to include CRSO in their budgets to the tune (!) of \$2000 each.
- Using the 2015-16 season as a model, projected revenue for next season is \$33,800 (individual donors @ \$20,000; Holiday concert pass the hat @ \$700; Pledges from Founding Donors \$1000; Soiree \$3000; program ads \$2100; Season Ticket sales \$4500); projected expenses are \$32,000.
- **Action:** All board members were encouraged to seek out at least one new program ad for next season.

Artistic Advisory Committee (David Oyen)

Majority of meeting devoted to discussing and reviewing the extensive report submitted by the Artistic Advisory Committee. (See AAC Recommendations for complete report).

- Recommendations regarding Set-up of orchestra: reconfigure dance floor so that it is wider rather than deeper; use video cameras to project the action on large screens so audience has better view of what is going on.
- Discussion about putting audience seating behind the orchestra on the stage and on either side of the musicians so that more people are able to see the orchestra “at work.” No final decisions made.
- **Action:** Scott will explore possibility of having projection screens available at the Morehead Conference Center.
- Recommends continuing the one-rehearsal model per concert for upcoming season and then revisit the issue after the season. Board agrees.
- Recommends reserving entire MCC for each concert to conflicts with other events. This has already been done.
- Recommends that fewer chairs be set up for the non-holiday concerts to encourage folks to sit closer to the action and avoiding lots of empty seats.
- Long discussion about musician pay for the concerts. No consensus could be reached.

- **Action:** Oyen will engage the AAC in a strategic planning process to address the issue of fair pay for orchestra members. He/they will bring back recommendations at a future board meeting.
- Board enthusiastically approved (as does the conductor) the line-up for 2016-17 concerts. The themes are as follows (actual selections are outlined in report submitted to the Board):
 - October 23: Hocus Pocus
 - December 3: Holiday Favorites (some collaboration with RCHS choirs)
 - March 12: Night Music
 - April 23: Born in the USA
- AAC has selected all the pieces including the encores for each concert. They want to make sure that the encores are not printed in the program or on the website.

Board recognizes and applauds the hard work put in by the AAC to create exciting programs.

Fall Fundraiser:

- Fall Trumpet Extravaganza: Greg Wing and Vince DiMartino have agreed to donate their talents for a concert on October 8, 2016. They will be accompanied by the DiMartino Osland Jazz Orchestra (a price tag of \$3000).
- Event will include an art show of juried pieces and any sales will be split 50-50 between artist and the Symphony. A committee consisting of representatives from the Art Center, MSU Art Dept., Folk Art Center and other noted artists will be in charge of the art show portion of the event.
- Sam McKinney (“the best artist in KY!”) will do a special painting for the event.
- Hospital caterers will provide heavy hors’devours and a cash bar will be available
- Tentatively looking at a \$30/head cost for the event

Miscellaneous Items:

- Scott met with MSU marketing professors, Henderson and Lyons, to seek their input regarding other marketing strategies for CRSO. They had nothing to add to the avenues already being pursued.
- Possibility of “naming” the season was discussed but nothing decided.
- Suggestions made for getting more MSU student involvement/participation in the concerts. Possibility of having a local pizza place offer free pizzas for those students who verify that they have attended a concert. More work needs to be done to make this a reality.

Meeting adjourned at approximately 6:20 pm.

Respectfully submitted
Bob Pryor