

Audience Committee Report
Board of Director's Meeting – February 12, 2024

The Audience Committee had its first meeting of the year on Monday, February 5 at 5:00 PM via Zoom. The committee discussed the return of the Concert Truck which will be in Cleveland from July 21-28, the week leading up to the CIPC. During this week, the truck will have 8-10 performances and feature the 16 contestants of the CIPC in their official outreach performance.

Many great location ideas were discussed including options for expanding out to the Akron/Canton area. Location and partnership ideas included:

Cain Park
Gervasi Vinyards
Guardians Game
Voinovich Park
West Side Market
Larchmere neighborhood
Akron Civic Theatre
Canton Symphony

And many others! The committee is working to identify locations with a built-in audience. We do not want to drive people to the truck, but rather go where the people are. The truck is a wonderful tool to build new audiences and connect with people. We discussed the goal of the performances and if we want to build new audiences and encourage ticket purchases to the CIPC, or if we want to reach people who would not normally get to experience piano music at this level. We think we can do both!

At our next meeting, the committee will discuss what audiences are doing at the Concert Truck performances such as what activities there will be and how we can further engage with them.

The Audience Committee will meet again on Monday, March 4 at 5:00 PM on Zoom.

Submitted by,

Zeda Blau, Chair
Corey Knick, Staff liaison