

Friends of the Willow Glen Children's Theatre

Meeting – January 11, 2014

Minutes

Attendees: Diana Pohle (President, Friends), Hans Cardenas (Vice-President, Friends) Linda Bojorquez (Treasurer, Friends), Sandy Shapiro (Treasurer, Friends), Neil Shapiro (Secretary, Friends), Gavin Coffing, Paul McCambridge, Julia Van Roo, William Van Roo, Torie O'Reilly, Lori Cutright

Any action items coming out of this meeting will be indicated in **bold**.

First, one logistical note. The \$10 room charge for today's meeting was waived by Torie. Thank you, Torie!

Diana began by reviewing the agenda for the meeting.

Budget and Registration Update

Torie and Lori went over the budget for the Spring, 2014 session and gave us a registration update. They provided this information in a three-page handout. Here are the highlights:

- A contract has been submitted for the rental of the Little Theater at Willow Glen Middle School for the dates May 6th through 11th. This is tentative until the school confirms. The rental is estimated at \$1,586.50.
- There will be a job posting for a Recreation Leader on the city of San Jose website (www.sanjoseca.gov) by late January or early February. The WGCT staff should let anyone they know is interested in this position about this posting.
- Lori will be placing a large T-shirt order. She requested that artwork, information on sizes, etc. be given to her by Amy. Hans told us that he has the artwork. **Hans will get this to Amy, who will forward it to Lori.**
- Lori gave us the schedule for the Spring session. Of note is that there will be no rehearsal on Tuesday, April 1, but there *will* be rehearsals on Tuesday, April 29 and Thursday, May 1. This is spring break week, but not every school district has break this week
- As of January 11, there were 10 children enrolled for the Spring session. We should have at least 25 by February 8; the session starts February 22.
- Bottom line: the WGCT is in good shape for the Spring session!

In the discussion of this budget update, Hans told us that he has a publicity flyer for the upcoming session that he would like to distribute to schools, and asked if PRNS can use this flyer for publicity purposes. Lori encouraged Hans to send this flyer to herself or Amy, so that they can make sure it has all the information they need. If so, Lori said that she can distribute it. **Hans will have a conversation with Lori about what changes need to be made to the flyer.** He then asked about printing. Lori told us that

she will supply paper purchased for the WGCT, and that Amy and the WGCT Leaders will take care of the printing. (Secretary note: Following the meeting, Lori requested the flyer immediately. Diana sent it to her, requesting that the final version with her changes be shared with Friends.)

Treasurer's Report and CA Filing Requirements Status

Sandy told us that we have \$6,429.20 in the Friends account. This does not include the following income items:

ComedySportz Fundraiser - \$126

Rosie's Pizza Fundraiser - \$125

Grant from Councilmember Pierluigi Oliverio - \$250

Julia told us that we have successfully filed our California certification. We are delinquent on our Federal filing (due every year on November 15), but we can't file right now until they update their database to show that we indeed have non-profit status.

Julia will check again after this database is updated and provide an update no later than the next Friends meeting.

Scholarship Proposal

Julia presented the proposed Friends Scholarship policy to the board. This generated much lively discussion, and quite a few changes, both substantive and minor. Diana kept track of all these changes, and **will send out an updated version with all changes incorporated.** (Secretary note: The updated version has been distributed.) During the discussion, several questions came up. First, how will recipients receive their scholarships, and how will it applied to program costs. We decided that we will give one check for the entire amount being given for a session to Lori. Each recipient will get a letter stating the amount of their scholarship. Torie offered to share a template from their swim classes that has worked well. They will just need to present this letter to Lori for the scholarship to be applied. Second, Paul asked how people will know that these scholarships are available to them? This information will be placed on WGCT publicity flyers, on the website, etc. Next, we discussed deadlines for scholarships for each session. After lots of input, we decided that we will designate a 30 day period for accepting scholarship applications. This 30 day period will conclude two weeks before the first day of the session. For the upcoming session, for example, the deadline will be February 8. We will revisit these deadlines this summer when the new budget is presented to the board. The next question was, who will review the scholarship applications. This will be the province of the Scholarship Committee. Hans volunteered to be the head of this committee, and Neil volunteered to be on it. Finally, Diana brought up the question of how much of our budget should go towards scholarships. After more discussion, we decided on \$2,000 per session.

PO Box Status and Accountability

We have a PO Box rented at the Meridian post office until the end of January, 2015. It cost us \$88. Our official address is:

P.O. Box 4045

San Jose, CA 95150

If we need an actual mailing address for packages, we may use:

1750 Meridian Ave, #4045

San Jose, CA 95150

We have two keys to this PO Box. Neil will keep one, and Linda will hold the other. Neil told us that we could have e-mail notifications to let us know when we have mail. **Neil will contact the Post Office to activate this notification.**

Publicity and Promotions

Julia told us that KLIV radio will do FREE public service announcements about two weeks before an event (play weekend) – this will be a great way to publicize scholarships. **Hans volunteered to create the PSA.**

It was pointed out that the PRNS registration page for WGCT does not show the start date of the spring session. **Lori will look into this.** (Secretary note: Lori followed up later in the day, and this issue appears to be resolved.)

Strategic Planning

Diana proposed that an additional strategic planning meeting occur in February or March with members of the Friends board as well as people from the community who know theatre to brainstorm a five-year plan and begin to document policies and procedures.

One final note from Gavin

Gavin asked that we discuss audience building at our next Friends meeting

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary