

Friends of the Willow Glen Children's Theatre

Meeting – February 8, 2014

Minutes

Attendees: Diana Pohle (President, Friends), Hans Cardenas (Vice-President, Friends), Sandy Shapiro (Treasurer, Friends), Neil Shapiro (Secretary, Friends), Bernadette Rodriguez (Board member at large, Friends), Gavin Coffing, Lori Cutright

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

Diana began by reviewing the agenda for the meeting.

The minutes of the January meeting were approved as written.

Program Budget, Registration Update, and Summer Camp Update

Lori provided a two-page handout which covered the following points:

- There is no status update on the rental of the Little Theatre; the contract has been submitted for May 6-11, 2014. The rental is estimated to be \$1586.50. This cost is higher than we paid the last time we used the theatre. This is due to janitorial costs plus one extra day (Tuesday) of rental.
- The Recreation Leader job posting is now up at the city of San Jose website (www.sanjoseca.gov). It will be up until February 17. Lori asked if we had any candidates for these positions; Gavin immediately gave her the names of current Rec. Aides Deborah Shapiro and Christina Laskorunsky. If Deborah and Christina apply for these leader positions, that will open up several Community Service Aide (CSA) positions. These CSA positions are online now for Happy Hollow. Anyone interested in these CSA positions should apply to get themselves in the system.
- Lori will be placing a large T-shirt order to utilize the additional 2013-14 program funds. Hans has sent proposed artwork to Diana and Lori; it needs to be reworked to change the white background to clear. Gavin will arrange to send Lori a list of colors and sizes; however, Lori stressed that the wearing of T-shirts is primarily a safety issue, to make the camp participants easily identifiable. With that in mind, Lori would like all the children to wear just one color, and to wear these T-shirts every day. The staff would also wear one color, a different color than the children. **Lori will communicate this to the staff**. Hans asked about the option of buying additional T-shirts. Lori said that this was possible, at \$10 per shirt.
- The reservation contract for Bramhall Park was submitted in January. There is no update on the status of this reservation yet.
- Lori reiterated the Spring session items she mentioned at our January meeting: There will be no rehearsal on Tuesday, April 1, but there *will* be rehearsals on Tuesday, April 29 and Thursday, May 1.

- As of February 8, there were 18 children enrolled for the Spring session. The minimum enrollment is 28; Lori is extending the enrollment deadline until Wednesday, February 12.
- The current balance for the WGCT is \$20,759.40. Since our last meeting, we have income of \$2664.00 (the 18 enrollments for Spring) and no expenses.

The last item is the 2014 Theatre camp update. Enrollments begin on February 22. The dates of the camp are June 30 to July 25. Camp runs from 10 am to 3 pm daily. Now, the cost of the Theatre Camp program. Based on the fact that the WGCT will have to meet the 35% requirement that the city of San Jose is applying to all city programs, Lori set the cost for Theatre Camp at \$598.00 for residents of San Jose and \$606.00 for non-residents. This is a \$200 (50%) increase over the cost in 2013. This new price is based on a tool that the city uses for all programs. This tool uses the following assumptions about Theatre Camp:

- Six leaders
- Approximately 614 paid hours
- Four week duration
- A minimum enrollment of 28 and a maximum enrollment of 105.

This new cost for Theatre Camp generated lots of discussion. First of all, Diana stated that a \$200 increase is a big deal to a lot of people and could severely hurt registration. Next, we had several questions about these numbers that Lori placed in the tool. The minimum enrollment seemed very low, given that Theatre Camp has consistently had 100 or more participants every summer. Neil asked what this tool would say if the minimum enrollment was changed to 100, since we know we will get that many. Lori replied that this will fluctuate the numbers “a bit”. In fact, after she left our meeting, Lori reran the tool with this new minimum number; it turns out that this projects a cost of \$340, a \$60 *decrease* over 2013. We all felt that this would not be acceptable. We are OK with a modest increase, and we understand that we will have to account for the 35%. However, we asked Lori to request of Suzanne Wolf an exception to using these inputs to the tool going forward as they do not seem to accurately reflect the participation rates in the program. Rather, an accurate budget should be determined with real inputs that Friends is happy to help develop. **Lori agreed to check with Suzanne on this request.** Lori told us that the brochures already show the \$598/\$606 price for Theatre Camp, but that they will add a flyer with a correction to the brochure, and the correct price will be posted online. Finally, Bernadette asked Lori about requirements for volunteers. Lori said that they have to be fingerprinted, and have TB tests. Once this is done, give Lori their names, at least one month prior to the start of Theatre Camp.

Treasurer's Report

Sandy told us that since our last meeting, Friends has had income of \$631.00 and expenses of \$413.00. Our current balance is \$6,605.20.

Scholarship Report

Hans told us that no one has applied for a Friends scholarship yet..

Publicity Update

The WGCT has been publicized on KLIV radio and in the Willow Glen Charm.

We distributed our flyers to local schools; however, we didn't meet the requirements to get the flyers sent home in the childrens' envelopes. In the future, we need to have the correct number of copies, they have to be bundled, and they need to be in both English and Spanish. Hans is sure he can come up with a Spanish version of the flyer. Bernadette volunteered to help with copying.

Diana and Hans have started working on a calendar on our website (www.wgct.org).
Hans asks that we let her know what items we'd like to see on this calendar.

Audience building

Gavin proposed that we hold this over until our March meeting. We agreed.

Next meeting

Our next meeting will be Saturday, March 8 at 10:00 am.

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary