

Friends of the Willow Glen Children's Theatre

Meeting – May 10, 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), Julia Van Roo, William Van Roo, Gavin Coffing, Torie O'Reilly

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

WGCT Program Updates

Torie covered the following items:

- We may increase the number of T-shirts ordered. **Torie and Gavin are coordinating this.** Torie believes the original T-shirt order has been placed.
- Diana asked if we can prepay for the fall session of WGCT. **Torie will check on this by Monday.**
- We have 56 children registered for Theatre Camp so far. Anyone registering by May 29th will get a 5% discount. **Torie will let us know the number of children enrolled at each price point by Monday.**
- The rental of Bramhall Park for Theatre Camp is done. Diana asked about the final Friday evening. **Torie will check on this.**
- The WGCT has plenty of paper for copying, printing, etc.
- Leticia is coordinating participation in the Willow Glen Farmers Market by the Community Center. Friends can participate, if possible.
- **Torie will put information about Theatre Camp on the Community Center Facebook page.**
- Torie reviewed the Jump Into Summer event on May 3rd. Approximately 400-500 people attended. The next one will be May 2, 2015. **Bernadette volunteered to attend Tuesday planning meetings.**
- An electronic marquee for the Community Center is in the works
- Hiring of CSAs: Kiyon Zarrinnaal and Teddy Bojorquez have been hired; Ben Rodriguez was not. Kelly Andreacchi also applied, but is not old enough. **Torie will follow up on Ben Rodriguez's application.**
- Gavin updated Torie on the problems the WGCT has had with the Willow Glen Middle School.
 - First, the theatre was apparently double-booked for the performance weekend. Torie knew about this: she discussed the situation at length with Sally at the school, with no result. After this, however, the problem was apparently solved. Diana stated that this double-booking creates bad perceptions among the parents, particularly ones new to the program.

- o We then found out the bank of lights which illuminate the front part of the stage were removed. Gavin talked to Sally and also to Chris at the community center, but no action was taken. (Secretary note: The performances proceeded without these lights). Gavin pointed out that the city of San Jose is paying for the WGCT's use of the theatre; perhaps we could get a credit for next year's rental? **Torie will look into this.** Gavin suggested a letter to the school which would thank the custodians for their service but also let the school know of these problems. He felt that there should be two: one from the city and one from Friends. **Gavin will send to us the names we should mention in this letter.** Once we receive these, the Friends board will draft this letter.
- We then discussed several publicity-related items:
 - o Diana asked if Friends can do target flyers to Willow Glen neighborhoods. Torie said we can; if we can get a flyer to Torie by Monday or Tuesday, she will see that they are stuffed into community center brochures and center volunteers will distribute them. **Hans will send the ½ page flyer we used for Jump into Summer to Torie.** Diana asked if they have distributed these brochures to the area around Bramhall Park. Torie said they have, but she was not sure when. However, a better idea for Bramhall soon came up...
 - o Hans asked if we could get a banner advertising Theatre Camp that we could hang on the fence outside Bramhall. Torie indicated that this was doable; there is a form we would need to fill out. Torie told us of a website she uses called "Banners on the Cheap". **Hans will work on this banner idea.**
 - o Torie told us of an opt-out program for the San Jose Public Library summer reading program. If WGCT wants to be included, the community center will train one of our staff. Gavin would like to see our flyers in libraries. The same flyer that Hans is sending Torie can be used. We need to make sure the PRNS logo is included; **Torie will send a copy of this logo to Hans.**
 - o Torie told us that they have had good success passing out flyers at baseball games and other sporting events. Is this an avenue the WGCT wants to pursue?
 - o Diana has investigated temporary tattoos. It would cost \$30 for 150 tattoos, each one inch by one inch. **Diana will send the website link to Hans.** Is this something we want to pursue?
- Diana asked Torie if the multi-purpose room at the community center would be available for our fall murder mystery fundraiser. We are looking at a Saturday evening, the first or second week of October. **Torie will check into this..**
- We began discussing the WGCT calendar for next year. Gavin asked if we could find out when the various spring breaks are, as this will impact the calendar. Torie suggested that, once performance weekend is over, we start looking at schedules.

- Diana told Torie that the receipts that parents get when registering cause confusion. These receipts list all possible dates during a session, giving these parents the idea that there could be rehearsals on all these days, including Sundays. Diana asked if the description could be worded better, perhaps to state “Saturdays and occasional weekday rehearsals”. Gavin stated that the staff always hands out a sheet at the first session with these details. We could also update the WGCT website and Facebook page with this calendar information – we are working on that.
- We let Torie know that we very much appreciate what she is doing for the WGCT!

Diana moved, Sandy seconded that the minutes from our April meeting be approved as written. The motion passed unanimously.

Treasurer’s Report

Sandy told us that there have been no transactions since our last meeting. Our current balance is \$6,488.20.

Action item list

Neil handed out a list of action items taken from our previous meetings. We went through the list to update our status on these items. **Neil will update the list and distribute it to the Friends board.**

Next meeting

Our next meeting will be Saturday, June 14 at 10:00 am.

We adjourned at 10:55 am.

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary