

# Friends of the Willow Glen Children's Theatre

Meeting – July 12, 2014

## Minutes

Attendees: Hans Cardenas (Vice President, Friends), Sandy Shapiro (Treasurer, Friends), Neil Shapiro (Secretary, Friends), Gavin Coffing, Torie O'Reilly

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

Hans welcomed us by saying "welcome!" We reviewed the agenda for today's meeting.

Sandy moved, Hans seconded a motion to approve the minutes from our June meeting. The motion passed unanimously. Thank you, Diana, for taking them!

### WGCT Program Updates

Torie told us she didn't have a lot to report, but covered the following:

- She was hoping to have WGCT-related figures but does not. Perhaps by our next meeting.
- 74 children are registered for Theatre Camp. Torie wants to explore the possibility of lowering the cost for Theatre Camp for next summer. **She will discuss this with Suzanne Wolf.**
- Torie contacted the San Jose Unified School District about getting some money back due to the lighting problems WGCT experienced during the last performance weekend. They are closed down for the summer, so we may not hear about this soon.
- Torie told us that she is looking into the staff person who will have responsibility for the WGCT. Leticia is a possibility, as is Brian (who won't be starting until mid-August). Torie wants to give this role to the person who is the best fit to manage the WGCT. Whoever it is, Hans suggested that we have an informal get-together to meet and greet this person. He even volunteered to buy the coffee!

### Treasurer's Report

Sandy told us that we received \$400 from concessions for the last play; we also received \$200 from Rosie's Pizza. She has not received any money from the ComedySportz fundraiser. Sandy also mentioned that the bill for Bay Area Parent (approximately \$500) has not been paid. Our current balance is \$7,088.20.

Gavin mentioned that T-shirt sales at Theatre Camp have brought in \$240. This money goes to the city.

## Scholarship update

There have been no new requests for scholarships. Hans stated that we need to do a better job of marketing these scholarships. People may think that these are the city scholarships rather than those offered by Friends. Torie suggested that we translate all our promotional materials (including scholarship information) into Spanish.

## Publicity

With regards to the Bay Area Parent ad (mentioned in the Treasurer's report), Torie suggested a joint Willows Community Center/WGCT ad in Bay Area Parent for next summer, perhaps the next larger size up, since we will share the cost.

Torie thinks we can do better marketing, not just in Willow Glen but in other areas. She mentioned across Almaden Expressway and the Gardner/Alma areas. Gavin told us that we used to get a lot of participants from Districts 1, 9, and 10, as well as Willow Glen.

The fall WGCT session begins on September 27. Torie thinks the minimum enrollment for this session is 20-24 participants; Gavin suggested that our goal should be 40.

**Hans will create a publicity flyer, in English and Spanish, to go out to the schools.**

Torie told us that they can include this flyer in the fall package the Community Center sends to the schools. However this package does not go out until mid-September; this may be too late for the fall WGCT purposes. Perhaps we could include our flyer in this package AND send out our flyer earlier as well, maybe around Labor Day?

**Hans will lead a seminar on publicity and promotion for the WGCT staff.** Gavin suggested that this seminar also be for interested parents and the Friends board. Hans proposed Saturday, August 9 at 11:00 am for this seminar. **Hans will e-mail the Friends board about the seminar.** Neil suggested giving a flyer for the seminar to parents at the potluck on the last day of Theatre Camp. We will give out the publicity flyer for the fall session to parents at the potluck as well. Sandy suggested we put up the flyers for next session at city libraries, as well as at Hicklebees book store. Hans can put up these flyers at some libraries; **he will look for other people to help with this distribution.**

We discussed social media. Hans and Julia are admins for the WGCT Facebook page.

**Hans will start creating bi-weekly posts on the WGCT Facebook page. He will check with the WGCT staff about content we could use for these posts: photos, funny stories, material from the quote board, etc.**

Hans asked if we want to spend money on Facebook and Google ads. Torie has some experience with Facebook ads; she told us that they get 2,500-5,000 people seeing them, and several likes and shares. **She will send Hans information about**

**Facebook ads. Hans will also check with the marketing director where he works about Google ads.**

What about Yelp? Can we promote the WGCT there? We do have a page on Yelp (if you Google WGCT Yelp you will find it), but there is nothing really there. We should get our participants and parents to recommend us on Yelp.

Torie told us that if we get her a flyer, her staff will include this flyer when they go out to put publicity material on peoples' doorsteps.

Torie thought we should update our website more often.

Hans asked us to e-mail him if we have any other publicity ideas.

#### Fall fundraiser

The murder mystery is set for Saturday, October 25 at the Willows Community Center. At our next Friends meeting, we will decide when we want to start planning this event.

#### Action item update

We went through the current list of action items (which is complete through the May meeting) and updated status on the items on the list. **Neil will update the list (and add items from the June and July meetings) and distribute it to the Friends board.**

#### Next meeting

Our next meeting will be Saturday, August 9 at 10:00 am.

We adjourned at 11:00 am.

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary