

# Friends of the Willow Glen Children's Theatre

Meeting – August 9, 2014

## Minutes

Attendees: Hans Cardenas (Vice President, Friends), Sandy Shapiro (Treasurer, Friends), Neil Shapiro (Secretary, Friends), Bernadette Rodriguez (Board member, 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. Neil asked if we could add "review of action items list" to the agenda. Hans agreed we will do this at every meeting from now on.

Bernadette moved that we accept the July minutes as written. Sandy seconded the motion. It passed unanimously.

### WGCT Program Updates

Torie reported on the following:

- The city of San Jose has not loaded the 2014-15 budget yet. Torie expects this to be done by August 15, which will mean we will have the numbers from 2014 Theatre Camp. Once we have these numbers, Torie will proceed to discuss lowering prices for next year's Theatre Camp with Suzanne and Andrew.
- As of a few days ago, three children had registered for the fall session. Torie's staff will be doing door-to-door canvassing this week.
- **Torie committed to having the flyer for the fall session translated into Spanish this week.** Once this is done, we can get it approved, copies can be made, and we can start distributing it to the schools. Bernadette stated that getting flyers to the schools by the second week of September would be ideal for our purposes.
- Torie suggested that we e-mail parents of 2013 Theatre Camp participants who did not participate in 2014 to try to determine why. Was the issue price, or something else? Hans suggested that Brian (who will be administering the WGCT program) and the WGCT staff (possibly Amy and Jordan) take on this task. This will give us both qualitative and quantitative data.
- **Gavin will give Torie the dates for next year's session by next week.**
- Torie told us that Brian will be at the September Friends meeting.

## Treasurer's Report

Sandy reported the following:

- There has been no activity this month in the Friend's account. Our current balance is \$7,088.20
- Linda has submitted the recertification of our non-profit status with the IRS.
- Julia has been paying all charges associated with the website for several years and would like Friends to take them over. These charges are:
  - E-mail service (including 10 e-mail addresses) - \$99.95/year – due on August 13
  - Website hosting - \$17.95/month – due on August 9
  - Private domain - \$14.00/year – this is paid through August 13, 2019

We discussed this request. We are in agreement that Friends should take over these charges, but is it possible to lower them? For example, the 10 e-mail addresses: do we really need these? How much would it be for just the [info@wgct.org](mailto:info@wgct.org) address? We are not sure. (Secretary note: After the meeting, Hans found out that having just one e-mail address would bring the cost to \$35/year from \$99.95). What we want is:

- One e-mail address
- A website that people can find
- A place to store our documents

**Hans will check with Diana and Julia about changing to a service with only one e-mail address.** We also wondered about our provider (register.com). Are there other providers that could be better? Hans found that godaddy.com has a promotion: \$2.99/month for a year and then \$14.99/month, which is less than what we pay now. Do we want to pursue this? Bernadette asked if Friends could be billed directly for these charges and suggested we get a debit card. **Sandy will get a debit card by our September meeting.** Bernadette thought we should have a process in place to handle reimbursement. **Sandy will think about this and look for a form we can use.** Bernadette told us that we should be prepared to give people receipts or letters of acknowledgement for people who don't necessarily want reimbursement, but want a document for tax purposes. Finally, **Sandy will write a reimbursement check to Julia.** **Hans will check with Julia to get an amount.**

## Scholarship Update

We have received no requests for scholarships for the fall session. The information about the Friends' scholarship is on the flyer which will be translated. This led to a

discussion of how to attract people for the fall. Gavin suggested we have two targets: children and their parents, who we have to target in different ways. We should have flyers that target children who may not necessarily think of theatre, as well as parents. Flyers should not only go to schools, but to libraries and coffee shops as well. Hans told us that the majority of likes on the WGCT Facebook page are parents. Gavin mentioned that parents may not see the flyers that go home in children's take-home envelopes. Neil suggested that we hand them out at PTA/Home and School Club meetings. It would be great to have the publicity DVD to show at these meetings!

#### Murder mystery update

We have a date: October 25 and a location, the Willows Community Center. Bernadette asked if we have a budget; this is something we'll discuss at our first meeting devoted to this event. We discussed a bit of how this would work; Gavin thinks that Charlie Cash and Dixie Fox will be involved. He thinks we should publicize this as a family event. Hans asked if we should have two mysteries, one for children and one for adults. Again, we will discuss this at the upcoming murder mystery meeting.

#### Action item updates

We updated several items on the list. **Neil will update the list, as well as add the items from this meeting, and send it out to the board.**

#### Next meeting

Our next meeting will be Saturday, September 13 at 10:00 am.

We adjourned at 11:18 am to begin the promotion and publicity seminar.

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary