

Friends of the Willow Glen Children's Theatre

Meeting – September 13, 2014

Minutes

Attendees: Diana Pohle (President, Friends), Hans Cardenas (Vice President, Friends), Linda Bojorquez (Treasurer, 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**.

WGCT Program Updates/Publicity

- The flyers have been created in English and Spanish. Torie has not gotten school district approval to include these flyers in children's packets. **Torie will talk to Leticia Espino of her staff on Monday to fast-track the approval process. Bernadette and Linda will handle distribution of the flyers to the schools.** Diana asked for 300-500 additional flyers for canvassing the neighborhood. We discussed whether this flyer should be half-page or full-page. We will try to make them half-page. What about printing them on colored paper? Torie thought there might be a supply of colored paper available.
- We had discussed at our August meeting distributing flyers to coffee shops, etc. Diana asked if we had a plan to accomplish this. We discussed putting our flyers in four city libraries: Willow Glen, Cambrian, Bascom and Rose Garden. We also talked about putting them at four community centers (besides the Willows): Bascom, Almaden, Southside and Roosevelt. Torie told us that her staff can deliver copies of the flyers to these community centers. We also talked about businesses that have community bulletin boards, such as Starbucks, Panera and Jamba Juice. **Hans will send an electronic copy of the flyer to the Friends Board.**
- Torie told us of the Founders Day Parade on September 20, starting at 10:00 am. The Willows Community Center will have a float; Torie asked if the WGCT would like to be involved. **Torie will send details to Hans, who will communicate with the WGCT staff. Gavin said he would talk to the staff as well.** If nothing else, we have WGCT T-shirts that the Willows staff can wear.
- The city of San Jose budget meeting will be on Friday, September 19. Torie will update us on this meeting after the 19th.
- We have 11 children registered for the fall session so far. Torie has the rosters from last fall (39 participants) and last spring's (37) WGCT sessions. She suggested that we send out letters stating "hey, we miss you", etc. Diana suggested we send these letters to 2014 Theatre Camp participants as well. **Hans will draft the letter, which will come from the WGCT staff. Hans will get the signatures of all current WGCT staff.** This letter will include a flyer and a

city scholarship application; the letter should explain that a Friends of the WGCT scholarship is also available.

- Gavin reminded us again that we need to stress the uniqueness of the WGCT and our goal: we take shy children and put them in a program that lets them blossom. We have to sell this. The WGCT is different, but also has validity as a theatre program – we put on good plays!
- Diana brought up the speakers bureau. She has contacted Lions and Rotary Club. Hans suggested we add Kiwanis to this list. Torie told us that the president of the Kiwanis in Willow Glen is Sara Wright – a city employee. We can reach her at sara.right@sanjoseca.gov. What about schools? We could deliver this speech to parents and teachers. Neil brought up the DVD idea as publicity for the schools. Diana told us that this project might be more challenging for Kiyon than we originally thought. As an alternative, we could capture a video of the upcoming session. Sandy suggested we could integrate still shots (like the ones we had for the 25th anniversary gala) into this video.
- Getting back to publicity at schools, **Bernadette will check with connections she has at Booksin**. Diana asked **Sandy to do the same at schools where she substitutes**. Diana stressed that this is not a fundraising effort, but to recruit participants.
- We discussed publicity to school parent groups. Bernadette suggested that we can reach parent groups through school websites. Linda wondered if talking to the school principal or secretary might be better. We also thought we could publicize the WGCT at after-school programs. We would have to ask WGCT staff to lead this effort. Gavin suggested asking Teddy Bojorquez if he would be interested in this.
- Hans asked if the city of San Jose has an Arts Commission. Torie thought that they do. If we could present to this Commission, it would raise awareness of the WGCT.
- Hans brought up the idea of buying lists of targeted families. **Diana asked Hans to investigate the cost of this**.
- We discussed our advertising efforts on Facebook. People actively clicked on the WGCT page, and through to our website, but we don't know how that translated into signups. We had the ad up for 10 days (September 2 to September 13) and we got three signups in that time. Diana suggested that we survey those who signed up. We decided to do this at the first parents meeting. **Torie asked Hans to send her the WGCT Facebook information; she will post it on the Willows Facebook page**.
- Hans brought up the idea of offering first-time participants \$20 off the price. To take advantage of this, they would have to sign up by phone or by coming to the Willows Community Center. No decision was made to move forward on this idea.
- Diana suggested a Facebook contest. We would ask people to submit videos on "Why I Love the WGCT". We would give a \$50.00 prize to the best entry, which

would be shown at the Murder Mystery fundraiser on October 25. We approved unanimously to allot \$50 from the Friends budget for this prize.

August minutes

After review, Bernadette moved that we accept the August minutes as written. Diana seconded. The motion carried unanimously.

Treasurer's Report

Sandy reported the following:

- After we paid the \$500 bill to Bay Area Parent, our current balance is \$6,588.20.
- We have received and activated our debit card.
- Sandy showed us her initial design of a reimbursement form. Diana thought it looked good. Diana reminded us that we should be sure to get approval from the Friends board before any expenses are incurred.

Bay Area Parent – Best of the Best!

The WGCT has received a silver award from Bay Area Parent Best of the Best survey! We took a picture of Gavin and Jordan holding up the certificate, which will be posted on our Facebook page, as well as put up in the office at the Willows.

Next meeting

Our next meeting will be Saturday, October 11 at 10:00 am.

We adjourned at 11:01 am to begin the next planning meeting for the Murder Mystery fundraiser.

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary