

Friends of the Willow Glen Children's Theatre

Meeting – February 7, 2015

Minutes

Attendees: Diana Pohle (President, Friends), Linda Bojorquez (Treasurer, Friends), Sandy Shapiro (Treasurer, Friends), Neil Shapiro (Secretary, Friends), Amy Shackelford (WGCT staff liaison), Gavin Coffing, Torie O'Reilly

Any action items coming out of this meeting will be indicated in **bold** and added to the action items list.

2015-16 Schedule

Before we got into today's agenda, we spent a few minutes on the schedule for 2015-16.

- Fall: September 19, 2015 to December 6, 2015 with the performances December 4-6.
- Spring: February 6, 2016 to May 1, 2016, with the performances April 29-30 and May 1.

Diana started the meeting by reviewing today's agenda

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

Current Session Updates

- Torie told us that we have 30 registrants, plus a few more who registered last week. The program is fine as far as registration.
- Dollars from this session will roll over to next fiscal year.
- There will be no WGCT session on February 14. **Torie will get alarm codes for the Community Center for Amy and Jordan. Amy will e-mail Torie a reminder.**
- We asked about the lighting at the WGMS Theater. Torie gave Diana a copy of the contract, which includes a contact at the school. **Diana will contact this person.** Torie told us that the theater lighting is not part of the contract – it was donated by a parent. Gavin pointed out that we have lights and a control box; however, these have been in storage at the Almaden Winery for a while and he is not sure of their condition. Torie proposed that **she and Gavin go to the Winery Friday morning to determine what we will need to get things (including the lights) out of there.** Gavin also told us that we have a parent who is interested in helping with lighting.

Scholarship Update

- We have had two applications since December; one has received their money, one is still waiting for the city of San Jose scholarship. Janae told Torie that she was denied the city scholarship. Friends will give her a full scholarship.
- We discussed how to streamline the scholarship process. Diana suggested that we let the Center staff use the Friends debit card to debit the Friends account for scholarships. Torie thought this was a great idea; **she and Sandy will set this up. Diana asked Neil to revise the scholarship letter to include the debit card option and send out the revision to the board.**
- Diana wants the Scholarship Committee to send an e-mail to the board notifying us when a scholarship is awarded.
- Diana brought up the idea of offering free tickets to any participants getting a scholarship. Torie suggested offering the tickets at a discount. **We will discuss this at our March meeting.**

Summer Camp

- The 2015 Theatre Camp will be June 29th to July 24th. Torie expects that Brian will be handling the WGCT by then.
- Torie said that there will be no change in the cost from last summer, but **she will run the numbers to see if there can be a price decrease.** She told us that there is a promotion; anyone who registers between February 21st and March 21st (the first month of registration) will get 5% off the price.
- We told Torie that we need to secure the use of the amphitheater at Bramhall for the last day of camp. She told us that Brian is working on this. **Torie will check with Brian and let Gavin know when they meet on Friday the 13th.**
- Hans is working on the flyer; Torie told us she will set up a mail slot at the Community Center for our use. We could also use our P.O. Box. We should put a sticker advertising the 5% promotion on flyers we give out during the first month of registration. We should distribute the flyer to all current participants, with scholarship information. We also want to distribute them to schools. Linda suggested that we revisit which schools to deliver the flyers. **Linda will look at the list and make a recommendation this week.** Diana stated that Friends should pay the cost for cutting the flyers; she also suggested that we ask the printers to collate the flyers, as this is most cost-effective. Linda told us that we should get all these details settled before we order the flyers.
- We talked about the Bay Area Parent Camp Fair as a great way to advertise Theatre Camp. This will be March 7th from 10 am to 4 pm at Westgate. The cost is \$375. We approved spending this amount; this will also give us an ad in Bay Area Parent. We will use the same ad we used before. We should have summer camp flyers and scholarship information available. Neil, Sandy, and Diana volunteered for this event.

Publicity

- District 6 Councilperson Pierluigi Oliverio is termed out; Torie thought that WGCT could extend invitations to our next performance to candidates running to replace him: Chris Roth and Erik Fong.
- Dancing on the Avenue is on June 20. The Community Center is in charge of the kids' area. Torie asked us if we wanted to run a game booth where we can hand out flyers, for Theatre Camp, the Fall Session, and for Fairy Tale Theatre. **Diana will look for volunteers for this event.** Diana asked us to approve ordering additional temporary tattoos. We agreed with this request. **We will talk about Fairy Tale Theatre at our March meeting.**
- Torie asked Diana to send her a couple of pictures, **which Torie will post on the Community Center Facebook page. Diana will check with Hans about pictures he may have.** Amy may have some appropriate pictures as well.
- Diana checked into the idea of a fundraiser at a San Jose Giants game. We would buy tickets for \$1.00 and sell them for \$10.00. Even if the ticket costs were donated, we don't know if we could sell enough tickets to make it worthwhile. There may be better choices for us.
- Linda likes Diana idea of a Family Day fundraiser following one of the Saturday sessions.

April Production Plan

- **Linda will take head shots and candid shots on March 21.**
- Diana asked that the staff gather cast bios from the participants. Amy asked if there is a particular format; there isn't, but they should be 150 words or less. **Diana will type up these bios;** Hans can then use them in the program. Amy told us that she will send out the bio forms today.
- T-shirts were given out last week. We missed a couple of participants. **Amy will get replacement shirts from Bramhall.** Amy told us that we are OK for T-shirts for Theatre Camp.
- Diana thought we should take orders for hoodies. We asked Torie if we can use the same provider that did our T-shirts. She said we could. **Torie will check on the cost of hoodies this week.** Linda thought we should have an example we could show at our parents' meeting on February 21. Amy and Linda thought we should order a few extras that we can sell at the concessions table.
- **Diana will set up the cast party with Rosie's New York Pizza. Linda will be the on-site contact that day.**

Financials and Budget

- Friends' current balance is \$8,821.99. This does not include income from Rosie's or the latest scholarship check.

- Linda and Sandy presented a two-year income/expense report for our review. Diana asked that administrative expenses be added, as well as lines for costume fund and website expenses. Linda asked if we should break down advertising into more detail; Diana thought we should, showing such items as Bay Area Parent. Linda also asked about donations; we thought these could stay as a single line item rather than being broken out.
- Our next step is a budget – how much do we think we should allot in each of these categories for next year? **Linda and Sandy will work further on this. We will consider our budget at our March meeting.**

Next meeting

Our next meeting will be March 14, 2015 at 10:00 am.

We adjourned at 11:10 am.

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary