

Friends of the Willow Glen Children's Theatre

Meeting – June 6, 2015

Minutes

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

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

Agenda Review

Diana went over the points we will cover at today's meeting:

- Review and approval of minutes
- Treasurer's report
- Update from Torie
- Theatre Camp
- Fall program
- WGCT website

Neil submitted the May minutes to all present. After review, Diana moved, Sandy seconded that we approve the May minutes as written. The motion passed unanimously.

Sandy reported that we had one expense in May: \$346.48 to Diana. The \$200 check from Rosie's Pizza has not yet been received. The Friends current balance is \$8,617.79.

Update from Torie

- We need to promote Theatre Camp as much as we can. Torie is willing to do promotion on Facebook.
- The dates for the Fall session are all set, including the dates of the performances. The Fall City Program guide is being published this week; Diana asked if we can review the information about WGCT and Fairy Tale Theatre that will go into the guide. Torie told us that Brian is no longer working on WGCT – a part-time person is taking over the program. Diana asked if we can write the blurb ourselves for inclusion in the guide; Torie is fine with this. She would need it by Tuesday, June 9.
- At some point the costs for WGCT sessions and Fairy Tale Theatre will increase due to recreation leaders and CSAs getting increased wages.

Currently, the cost of the Fall and Winter sessions is \$156. We weren't sure of the cost of Fairy Tale Theatre; **Amy will check this and let us know.**

- Gavin and Amy told us that we have enough staff (rec leaders and CSAs) for summer.

Theatre Camp

The following items were reported on/discussed:

- We have 42 participants signed up so far.
- Gavin and Amy delivered Theatre Camp flyers to local schools. Gavin brought additional flyers to today's meeting, which we will divide up among us for distribution.
- Flyers have started to be distributed to local libraries, coffee shops, etc. WGCT staff members are handling this distribution. **Amy will follow up with WGCT staff to make sure flyers are going out and where they are going.** Diana volunteered Hunter to walk with Ryan Puccio to distribute flyers door to door.
- All the names and e-mail addresses that we got at the Westgate Camp Fair have been e-mailed to Hans. We need to follow up to make sure letters went out to these people.
- Diana suggested we send letters to past participants. Hans has many of these e-mail addresses. **Amy volunteered to go back through lists of participants from recent sessions to get these names.** Do we have a letter ready to go? Diana thinks we do – the same one we used before. **She will e-mail a copy to the Board for review.**
- Torie asked if WGCT has an Instagram account. This may be another publicity avenue. We will work on this.
- The following ideas for getting more Theatre Camp participants were discussed:
 - Emphasize the availability of scholarships
 - Improve the information about Theatre Camp on the WGCT website
 - Extended care from 3 to 5 pm. The problem with emphasizing extended care in our publicity is that parents may view the whole camp as just day care instead of a theatre experience.
 - Putting up a banner at the Community Center and at Bramhall Park. **Diana will take the lead on ordering these banners** from a company we've used before called Banners on the Cheap. We may need permission to put up a banner at Bramhall. There is a permit form – **Torie will check into this for us.** To get the banners shipped ASAP, Diana asked if we were OK with paying a rush fee. The Board approved this request. The banners will be shipped directly to the Community Center. Torie will put it up as soon as it arrives. We did

not discuss who will put the banner up at Bramhall, once we have permission.

- o Using the marquee at the old Garden Theatre to publicize Theatre Camp. We will have to work through the Willow Glen Downtown Business Association. The contact there is Sheri Grose. **Neil will contact her. He will also check, if we send her an electronic copy of the flyer, she can distribute it to downtown businesses, for display in their windows.** They have done this for us before.
- Torie wondered if four weeks is too long for a summer camp such as Theatre Camp. Diana thought we could explore this, but she doesn't think so. Gavin pointed out that we have a lot of participants who come for one week, two weeks, etc.

Fall session

As was mentioned earlier, there will be a blurb about the fall session in the City Guide. Gavin said that we need to discuss all avenues of publicity for the fall. We will do the flyer drop to schools as soon as school is back in session. We should have the fall flyers ready to go by then. **We will discuss this at our July meeting.** We also talked about the fact that the west side of San Jose is very unrepresented among our participants. Could we do an improve event at Valley Fair? What about performing at a Mommy and Me day at Santana Row? This would reach exactly the audience we want for Fairy Tale Theatre.

Website

The WGCT website currently has correct information for Theatre Camp, but the information for Fall still shows the dates for last winter's session. We need to correct this immediately. Diana brought up the idea of hiring a webmaster. Friends has funds for this. We will investigate this idea and **discuss it at our July meeting.** In the meantime, Torie suggested that we check out other theatre websites to see what they do well and how they do it. **This is homework for all of us.**

Miscellaneous items

Torie suggested a WGCT YouTube channel, where we could show videos of our performances. We had discussed asking Kiyon to video the plays, but we have not followed up with him yet.

Neil asked Board members to review the outstanding action item list and e-mail him with any updates. Some of the pending items on the list are well over a year old.

Next meeting

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

We adjourned at 11:00 am.

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary