

Friends of the Willow Glen Children's Theatre

Meeting – July 11, 2015

Minutes

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

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

The main topic for today's meeting is publicity for the fall session. We have 56 participants in Theatre Camp; we need a strong fall to keep WGCT strong.

At our August meeting, we are going to talk about Theatre Camp 2016. We need to start publicizing Theatre Camp much earlier. We also need to make sure information about Theatre Camp in the city guide is more accurate.

Treasurer Report

We still don't know about the check from Rosie's Pizza. **Sandy will check with the Community Center office after today's meeting.** The Scholarship Committee awarded two scholarships for Theatre Camp, but only one, for Josh Zarinnaal, is showing up on the Chase account. **Amy will follow up to see if Mackenzie Conyers is registered for Theatre Camp.**

Our current bank balance is \$8418.29.

We have received a request from staff for a new printer. It cannot be wireless, or too new for the old computer which the staff now has. What about getting a new laptop? We would then just have to get the files off the old hard drive. We could do this with an external hard drive or a jump drive. **WGCT staff will check their computer to determine the best way to do this.** Friends could easily handle the request for a new printer and laptop.

Diana then talked about our website. She has someone in mind, who for about \$1,000, will update the WGCT website. This would include adding keywords which will allow our site to come up near the top when using search engines for theatre programs. Neil moved, Sandy seconded, that we spend up to \$1000 for the website upgrade. This motion passed; Amy will be a part of the conversation on the website upgrade; this conversation will happen next week.

We have received another letter about the possible matching gift from David Pohle's company. **Sandy will check the website mentioned in the letter about the status of this gift.**

Action Item Review

We went over the current action item list. Amy marked a few of her items as complete. Diana will give Neil input on some of her action items after today's meeting. One of the action items concerned Kiyon possibly doing videos of WGCT performances; we agreed to add this task to the parent volunteer form. **Neil will take care of this.**

Fall Publicity

Dates for the fall (and spring) sessions were set at our meeting of February 7, 2015. Neil gave Amy a copy of these minutes; we will reconfirm these dates with Torie. **Diana will ask Hans to put the fall dates on the WGCT website.**

Flyers need to be printed and ready for distribution before school starts again. Sandy told us that school will begin early to mid-August. We discussed when we wanted to distribute them. Do we want them ready for the first day of school? Or around September 1 (three weeks before camp starts)? Or both?

Amy told us that, based on information from forms filled out by participants, we got a fair amount of signups from the WGCT website and only a couple from flyers. We discussed this; Sandy suggested we ask parents at the parents' meeting how they heard about WGCT. We also have the market research survey that Diana designed. **The Board needs to give Diana more feedback on this survey** before we send it out. Our consensus out of this discussion is that we want to proceed with flyers.

Gavin told us that flyers are also good at libraries, coffee shops, etc., where adults can see them. We can distribute these as soon as the flyers are ready. We can give Amy a list of places to take these flyers; she will then assign locations to WGCT staff.

We talked about the design of these flyers. Amy thought that the flyers we gave to schools were OK, but that the ones for libraries, etc. should be more eye-catching and simpler. These criteria also apply to any banners we make. Diana told us that consistent branding is key. Even if school and library flyers are different, we have to clearly illustrate that this is the same program. Using our logo prominently is key. Several of us may have the original logo artwork; those who do should send this artwork to Diana. Diana asked if Laura Zarrinnaal could help us design flyers, as this is her business; **Diana will talk to Laura.** Gavin reminded us that some of our staff and/or parents may also have these skills; we should get them involved.

Amy had the staff brainstorm publicity ideas for the fall. These ideas include:

- Advertising in the Willow Glen Charm (we already do this).

- Posting reviews on Yelp (we have a WGCT Yelp site; we need more people to post reviews).
- Do programs at libraries
- Public radio spots (Gavin would rather see us concentrate on social media).

We discussed these ideas. Diana said that we need someone to handle social media – a staff person would be ideal for this.

About library programs – we need to follow up on this. If the fall session starts September 19, how soon do we want to start these programs? Gavin thought that libraries might be better suited for Fairy Tale Theatre than Theatre Connection. But there are teen rooms at libraries – maybe we should have a separate flyer for teens? Amy asked how we set up these programs. Gavin said that we should just go to the libraries and set them up directly. **Amy will talk to the staff about their availability and then go to libraries.** She would like to have flyers to take with her when she does so. Gavin pointed out that the libraries themselves will do publicity for these programs.

Diana had another idea: a contest where participants wear their WGCT T-shirts and are filmed talking about why they like the program. We would upload these to the WGCT Facebook page and give a prize to the person who gets the most likes. **Amy will ask the staff to get ideas from campers about what good prizes might be.**

Diana asked if we should do a banner for the fall. She suggested that Gavin draw a picture of what he wants. **Gavin will get this drawing to Diana.** We discussed whether it might be better to put this banner at the back of the Community Center rather than out on the street because the back is where everyone parks.

Next meeting

Our next meeting will be Saturday, August 8 at 10:00 am.

We adjourned at 11:06 am.

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary