

Friends of the Willow Glen Children's Theatre

Meeting – August 12, 2015

Minutes

Attendees: Diana Pohle (President, Friends), Sandy Shapiro (Treasurer, Friends), Linda Bojorquez (Treasurer, Friends), Neil Shapiro (Secretary, Friends), Amy Shackelford (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 of today's meeting is publicity for the Fall session. Here are the items we discussed, in no particular order:

- Laura Zarrinnaal is helping with design of flyers for the Fall session
- Flyers for the schools will be ready early next week for Torie's approval. We will try to get the flyers to the school next week. **Diana will take the lead on this.**
- A vendor that Diana has been in contact with for redesign of the WGCT website quoted Diana \$3,000 to \$4,000 for this work, including search engine optimization (so that our website will always be near the top of search results on Google, etc.) and copyreading. Since then, this vendor came up with another proposal: \$1,500 for content, with less search optimization
- As a first step, **Amy will do some work on the WGCT website.** This will include the following items:
 - Change the home page to clearly say Willow Glen Children's Theatre, instead of the ambiguous WGCT
 - Bring the performance history up to date (or, if we can't – remove it!). **Linda will work on getting an updated list of the plays.**
 - Add accolades from Bay Area Parent magazine – **Diana will send these to Amy**
 - Add the correct information on the current session and how to register – this is top priority!
 - Can we add the "Taylor Swift" videos that the campers did? It was pointed out that these were specific to Theatre Camp – maybe we can do this again for Theatre Connection?
 - Amy asked Neil to send all copies of past minutes that are not on the website currently. **Neil will take care of this.**

- o Changing the mission statement. This will now read: “Willow Glen Children’s Theatre, where children are transformed through the magic of theatre”
- The WGCT Facebook page has been updated with current information – we should use this site more, and leverage our partners such as Willow Glen Charm.
- Can we advertise Fairy Tale Theatre at preschools?
- The Founders Day parade is Saturday, September 19 (the first day of the Fall session), starting at 9:00 am. We could hand out flyers to parade watchers (we’ve done this before). **Amy will check on which staff members will be there on September 19.**
- Amy and Gavin proposed a meeting for interested parents before the Fall session starts. We have set this for Saturday, September 12 at 10:00 am. We will advertise this on our website and our Facebook page.

Treasurer’s report

Sandy reported the following:

- Our opening balance for this month was \$8,418.29
- We had income of \$200 from Rosie’s pizza
- We had expenses of \$826.20 (reimbursement for Diana – see reimbursement form for details) and \$14 (to register.com for our website)
- Our current balance is \$7,778.09

Next meeting

Our next meeting would normally be on Saturday, September 12. Since that is the date of the parents meeting mentioned above, do we want to reschedule?

Respectfully submitted,

Neil Shapiro

Friends of the WGCT Secretary