

STAR ARTS EDUCATION
Board Of Directors Meeting
Saturday, December 5, 2015
11:00a.m.- 1:30p.m.
Old City Hall Gilroy, CA

Meeting called to order at 11:10PM by Elaine Long.

Welcome

1. Roll Call/Quorum

Present: Marilyn Abad Cardinalli (Exec. Director and Member Ex Officio), Elaine Long (President), Janine Mortan (Secretary), Moira Casey (Vice President), Mark Masoni (Member At-large), Diana Mugno (Member At-large), Rachel Giacalone (Member At-large)

Absent: Estrella Esparza-Johnson (Treasurer)

Quorum? No

Others Present: Linda West

2. Public Comment: None

3. Adjustments to Agenda: None

4. Approval of Minutes

[MOTION: Mark Masoni motions to approve Oct. 17, 2015 Minutes. Diana Mugno seconds. Passed unanimously.](#)

5. Treasurer's Report

- A. Expenses
- B. Current Balance
- C. Grants and Donations
- D. Consulting Account

6. Executive Director Report

- A. Review of top income items (in order of highest earning items)
 - Enrollment
 - Ticket Sales
 - Donations from Board Members
 - Grants
 - VIP Fundraising
- B. Rotary Grant Update
 - Marilyn has applied
- C. 2016 Season Show Titles Proposed
 - Singing In The Rain Jr.

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- Aladdin Jr.
 - The Little Mermaid Jr.
 - Board will review and vote at the January meeting
- D. Holiday Fundraiser Updates
- Showcase Lineup: Holiday STAR & Grant's Dance Crew
 - Marilyn hopes we will sell 60 tickets
- E. Discussion joining Chamber of Commerce (in Gilroy, SJB, & Hollister)
- **TASK: Elaine will inquire about nonprofit dues**
 - Mark recommends bringing kids to performance at chamber mixer
 - **TASK: Diana will attend the next chamber mixer**
- F. Upcoming Grants & Fundraising Opportunities
- Gilroy Foundation Grant Application due January 31st
 - Marilyn needs the board to help gather info for the grant at the January meeting.
 - Mark recommends trying to estimate how much it would cost to sponsor a STAR Kid for a year. Could be a possible avenue to seek out grants from organizations that want to support children.
 - Discussion about future use of crowd sourcing sites to raise money for projects and kids.

7. Committee Reports

- A. Grants, Contracts, and Fundraising Committee- NO REPORT
- B. Finance Committee- NO REPORT
- C. Operations Committee –Estrella and Rachel- NO REPORT
- Job Description (for Policy and Procedures Handbook) –Janine- NO REPORT
- D. Programming & Curriculum Committee
- Diana shared information about advertising at Hollister Movie Theatres. \$482 a month. 10 screens. 10 Seconds. Diana would like to donate a month of adds to see how it works. Trial month is TBD.
 - **TASK: Diana will contact Gilroy Movie Theatre re rates.**
- E. 5 Year Plan Committee –Janine and Marilyn- NO REPORT

8. Old Business

A. Holiday Fundraiser

1) Food –Elaine

- We need to give Old City Hall a final head count by Dec. 10th

2) Show and Tech Support –Marilyn

- Miss Dana is available for tech support.
- Board members are asked to come early to help set up.
- Holiday STAR Kids will arrive at 9AM at STAR Office for rehearsal.
- Marilyn will bringing set up for a “Selfie Booth”
- Fran at OCH says we can store things for the show in the small

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office before Saturday. We can come in at 8AM to set up.

- **TASK: Marilyn will email a timeline so we all know when to show up to help set up.**
- **TASK: Janine will be in charge of setting up silent auction, show voting booth, and donation jar.**
- **TASK: Marilyn will make a program for the fundraiser.**

3) Publicity –Janine and Marilyn

- Janine is posting daily on Facebook
- Marilyn printed flyers
- Marilyn will send out another constant contact
- Ethan Chargin is taking pictures of Holiday STAR to use for publicity on social media

4) Auction Donations –STAR Board Members

- Donation: Old City Hall Restaurant, Fran Beaudette gave a \$50 Gift Certificate.
- **TASK: Janine will resend donation form link for people to enter donor information**

B. Policy and Procedures Handbook –Marilyn and Elaine- NO REPORT

C. Paypal –Janine- NO REPORT

9. New Business

A. 2016 Calendar

- **MOTION: Diana Mugno motions to approve the calendar with the understanding board meeting and fundraiser dates may be changed. Rachel Giacalone seconds. Passed unanimously.**

B. January 9th Board Meeting at 10:30AM

C. STAR Summit will be held following the January 9th meeting to choose show. Former STAR Staff will be invited to a cocktail hour at Old City Hall to talk about show titles and 2016 season.

D. February 13th Board Meeting 10:30AM

E. Moira Casey submitted her resignation to the board. Marilyn would like to have Moira and all founding board members to always be recognized. Thank you Moira for your service!

F. Other Donations Collected: Moira Casey gave \$200, Janine gave \$150

10. Adjournment

MOTION: Moira Casey motions to adjourn. Mark Masoni seconds. Meeting adjourned at 1:02PM.

Next Meeting is scheduled for: January 9, 2015 10:30AM (STAR Office)