

STAR ARTS EDUCATION
Board of Directors Meeting
Saturday, October 8, 2016 -10:00 a.m. to 1:00p.m.
SAE Office-7393 Monterey St. Gilroy CA.

Welcome

1. Roll Call/Quorum
 - a. Meeting called to order at 10:30AM
 - b. Present: Marilyn Abad Cardinalli, Katie Garcia, Elaine Long, Nancy, Joe Cardinalli, Janine Mortan (arrived at 11:00)
 - c. Absent: Diana, Estrella, Mark
 - d. Quorum: NO
2. Public Comment: None
3. Adjustments to Agenda
4. **Approval of Minutes- Tabled**
5. Executive Director Report-Marilyn
 - a. Fall/Winter
 - i. Workshops-STAR Video, Face Art, And Classical Acting.
 1. Marilyn met with Katie and Ron. They put together a tentative 2016/17 schedule.
 2. Upcoming workshops:
 - a. STAR Creature Features: 3-Day Video Workshop. Oct 20-22. Age 14-17. Marilyn will do makeup. Tuition is \$55 plus \$25 materials fee (total \$80). After all expenses are paid STAR and Ron will do a 60%/40% split of the profits.
 - b. STAR Classics. Monologues and scenes workshop. 9AM-12PM. Sat Nov 12. Katie is teaching.
 - ii. Promotion: Social Media Strategies: Constant Contact, Facebook, Twitter etc.
 1. Katie worked on constant contact.
 - iii. Need to update website, enrollment plan...
 1. **TASK: Katie will send Janine information about workshops. Janine will update website and enrollment form.**
 - b. Summer Video
 - c. Update on performance & workshop space
 - i. Marilyn met with Dr. Kathleen Rose to explore a partnership with Gavilan College. The meeting went well! Dr. Rose is interested.
 - ii. **TASK: Marilyn will meet with Susan Sweeny in Community Ed.**
 - d. Grant meeting report/progress
 - i. Marilyn met with Emily Martinez Stein.
 - ii. Emily is helping Marilyn work on the \$20,000 Julie Hayes "Rising Star" grant
 - iii. Discussion about Julie Hayes "Rising Star" grant. Last year we did not get this grant. We got feedback that giving us the money would not reach as many children in the community as giving money to the schools for instruments. Discussion about how we can reach more children in the community. Discussion about our "product." We use our production as a tool for teaching.
 - iv. **This grant will provide money to support the training and sending of STAR Arts Education teaching artists into Gilroy schools and community, weekend workshops, and support for the summer program.**
 - v. **TASK: Marilyn will continue to work with Emily on the grant.**

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- vi. Also applying for a \$5000 grant
- e. STAR Ambassadors
 - i. People to reach out to business on behalf of STAR to ask for money
 - ii. Who can be STAR ambassadors? Alumni, parents, grandparents, teens...
 - iii. Emily will create a template for ambassadors
- 6. **Treasurer's Report-Estrella- TABLED**
 - a. Expenses
 - b. Current Balance
 - c. Grants and Donations-SJB and Hollister Rotary, San Benito Co. Community Grant
- 7. Old Business
 - a. Upcoming Fundraiser-Holiday Cheer, Dec. 10th, OCH
 - i. Promote and Distribute Holiday Cheer flyers at –Constant Contact, El Teatro, newspapers, print media, Limelights, the District, SVCT, etc.
 - ii. **TASK: Every board member must sell 8 tickets**
 - iii. **TASK: Janine will update website with ticket orders.**
 - b. Advertising/Promotions- TABLED
 - i. Marketing/Promotions and Marketing Personnel?
 - ii. Video Promo – Marilyn and Ron
 - c. Gilroy Business License (update)-Elaine
 - i. Landlord fixed items
 - ii. **TASK: Elaine will follow up on business license**
 - d. **Format Board Auxiliary (or Advisory?) and Recruitment- TABLED**
 - e. **SAE Staff- TABLED**
 - i. Year Round Staffing
 - ii. Leadership Training, Behavior/Boundary Guidelines, Enrichments, etc.
 - f. Gilroy Chamber of Commerce (update)-Elaine
 - i. Diana is donating first year's dues
 - ii. **TASK: Janine will add chamber logo on website**
- 8. New Business
 - a. Location for the ***next two board*** meetings
 - i. Old City Hall
 - b. Summer Shows
 - i. Discussion of pros and cons of show selections
- 9. Adjournment

Next SAE Board meeting scheduled at November 12, 2016,
10:00am ***in OLD CITY HALL***