

STAR ARTS EDUCATION
Board Of Directors Meeting

Saturday May 14, 2016

10:00am.- 1:00pm.

SAE Office

7393 Monterey St. Gilroy, CA

Welcome

Meeting called to order by Elaine Long at 10:36 AM

1: Roll Call/Quorum:

Present: Marilyn Abad Cardinalli, Mark Masoni, Elaine Long, Janine Mortan (via FaceTime), Rachel Giacalone, Estrella Esparza-Johnson, Dianna Mugno

Quorum: Yes

Absent: Joe Cardinalli

2:Public Comment: None

3: Adjustments to Agenda: Non

4: Approval of Minutes:

Mark Masoni motions to approve the minutes. Elaine Long seconds. All in favor.

5: Executive Report - Marilyn

a. Budget- Total amount for the year: \$28,925.00

- Hoping to raise \$500.00 from "VIP" table sales
-Magic Lamp sales

- Enrollment amount as of 6/10 : \$15,059.00

- Livescan Fingerprinting and DOJ

- Offering partial reimbursement for fingerprinting fee?

Diana Mugno motions to table the amount to be reimbursed Motions to approve partial reimbursement \$80.00 fee for DOG/background checks

Marc seconds. Approved unanimously.

Mark Masoni motions to approve budget for 2016 year. Elaine Long seconds. All approved unanimously

b: Fundraising Ideas: Parents Night out, 60 minute ensemble show, STARbeque, Hollister Bike Rally Fourth of July weekend

C: Brownell Middle School- Greg Light is being replaced as principal

- Summer 2016 is promised to STAR, however might have to explore other options moving forward

D: Turnaround Arts:

- Program that brings arts to the lowest performing schools
- Create a team of "Turnaround artists" from STAR staff to do the same with schools around Gilroy/Hollister with "Christmas Carol"

6: Treasurer's Report

A: Expenses- Need to be better about categorizing what payments are being used for

B: Current Balance: \$26,695.00

C: Grants and Donations- Now tracking the \$150.00 for each board member

- \$50.00 personal donation, \$100.00 from "getting" or fundraising, ticket sales, etc.

D: Consulting Accountant- Associate Director of a 501C3 volunteered to work with STAR, need to get material together to present for analyzing.

E: Event Template- form for assessing how event information (i.e. how many people were there, demographic information, etc).

7: Old Business

A: Background Checks **Tabled**

B: Advertising/Promotions

1: GMH Today - 1 Enrollee from advertisement

2: Press Release- ACTION ITEM: [Rachel to write press release](#)

- Need to find a Marketing options as to extend STAR's reach

Mark Masoni motions that the Board begins to budget for marketing and promotion for all budgets. Estrella seconds. All in favor unanimously

C: Promos at local theater- Diana Mugno \$565.00 with our own design, \$865.00 for provided design artist for advertisement on local movie theater screen (Hollister and Gilroy)

1: Creating flyers to hand out to local theater companies (Teatro, Limelight, etc)

2: Facebook Ad's?

Mark Masoni makes motion to funnel "Give or Get" funds from board members directly into the marketing for STAR. Estrella seconds. All in favor unanimously.

Facebook offers "Facebook for Nonprofits". Board is interested in enrolling in the program. Ron Johnson will be able to help with getting account set up for STAR.

Dianna Mugno motions to enroll in Facebook for Nonprofits for STAR Gilroy and STAR SJB for advertising. Elaine seconds. All in favor unanimously

E. Upcoming Fundraisers

1: Fro-Yo- Estrella to call to YogART, Froyo Fever.

- Create flyers to advertise
- Hold event while program is in session

8: New Business

A. Business License

ADJUSTMENT TO AGENDA: Diana Mugno motions to obtain business license for city of Gilroy. Estrella seconds. All in favor unanimously .

B: Board Recruitment - Linda West as Ad Hoc board member?

C: MTI Student of the Month- **TABLED**

9: Adjournment

Estrella motions to adjourn meeting. Mark seconds.

Meeting is adjourned at 12:52 PM.