

STAR ARTS EDUCATION  
Board of Directors Meeting  
Saturday, September 10, 2016  
10:30 a.m. to 1:00p.m.  
SAE Office-7393 Monterey St. Gilroy CA.

Meet called to order at 10:35 by Elaine Long

Welcome

1. Roll Call/Quorum
  - a. Present: Elaine Long (President), Janine Mortan (Secretary), Mark Masoni (Member at Large), Rachel Giacalone (Member at Large), Katie Garcia (Artistic Director)
  - b. Absent: Marilyn Abad Cardinalli (Executive Director), Joe Cardinalli (Member at Large), Estrella Esparza Johnson (Treasurer)
  - c. Quorum: YES
  - d. Others Present: Nancy Villarreal
2. Public Comment
  - a. NONE
3. Adjustments to Agenda
  - a. Table Treasures Report until next month
4. Approval of Minutes
  - a. MOTION: Mark Masoni motions to approve the 8.13.16 minutes. Janine Mortan seconds. Approved unanimously.
5. Executive Director Report-Katie (for Marilyn)
  - a. Marilyn prepared a letter to send to Gov. Jerry Brown on behalf of STAR Arts Education in support of California Dance and Theatre arts teaching credential.
  - b. Holiday Brunch
    - i. December 10 at Old City Hall
    - ii. \$30 Adults, \$15 Kids
    - iii. 10AM doors open
    - iv. 11AM brunch
    - v. Show and Auction Time TBD
    - vi. Asking board members to sell 10 tickets each
    - vii. Asking board members to donate one silent auction item by October meeting
    - viii. Katie will have 3 shows for the board to choose from at the October board meeting. We hope to select a show and secure the rights before the holiday fundraiser so we can announce the summer season
    - ix. Holiday Show Possibilities: open mic for STAR Kids, holiday review, leader dance, sneak peak for summer season show
  - c. Marketing
    - i. Out & About has reformatted
    - ii. Gilroy Life
    - iii. American Towns (primarily online)
    - iv. Rally Around Gilroy (primarily online)
    - v. Continued conversation about needing to up our social presence. Mark urges the board to use the “give or get donations” from the board that has been allocated for publicity, to fund someone on staff to focus on

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social media advertisements and to pay for those advertisements. Discussion about needing to abide by Board Approved Publicity Guidelines (link below) for timelines and content. General consensus that this is a PRIORITY.

[https://docs.google.com/document/d/1eqdyEBx58IZFpTias9\\_tD4OzRbMR65r0sBtblyOGOjw/edit?usp=sharing](https://docs.google.com/document/d/1eqdyEBx58IZFpTias9_tD4OzRbMR65r0sBtblyOGOjw/edit?usp=sharing))

- vi. Weekly Constant Contacts
  - 1. Video (Ron)
  - 2. Artistic/Theatre (Katie)
  - 3. Board Note (Janine)
  - 4. Events Newsletter (Marilyn)
- vii. Performance Space Possibilities
  - 1. Brownell
  - 2. Gavilan
  - 3. South Valley Jr. High
- viii. New Grant Writer
  - 1. Emily Martinez Stein
  - 2. Emily is taking a look at our old grants and ready to make some recommendations
- ix. End of 2016-2017 Schedule
  - 1. Oct Workshop- Video (pending Ron's availability)
  - 2. Sat, Nov 12 Workshop- Monologue and two person scene workshops
  - 3. Sat, Dec 3 Workshop- Holiday Cheer Preparation
  - 4. Holiday Brunch Dec. 10
  - 5. Saturday Jan. 7 STAR Summit time TBD at Marilyn's House
  - 6. Jan 9 beginning of early bird enrollment and hiring begins
  - 7. Feb possible fundraiser to raise money to pay for background checks
  - 8. Interviews in February
  - 9. March Offer Calls & Letters
  - 10. April begin background checks
  - 11. Complete hiring process in May
  - 12. June staff training & beginning of summer
  - 13. June 12-16 Staff Training
  - 14. STAR Gilroy & Video June 19, performances 14 & 15
  - 15. July 18 STAR SJB, performances Aug 4 & 5
  - 16. Change of time for shows 7:30 PM Friday Show & 2:30 PM for Saturday shows
- x. Continued discussion about the need to provide staff and interns with support
- xi. Custodian of Records
  - 1. Monthly costs
  - 2. Fingerprinting costs
  - 3. Specifics to be discussed at a later time

**6. Treasurer's Report-Estrella- TABLED**

- a. Expenses
- b. Current Balance
- c. Grants and Donations

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**d. Consulting Account**

6. Old Business

- a. Upcoming Fundraiser-Holiday Cheer, Dec. 10<sup>th</sup>, Old City Hall
  - i. See Notes from Executive Directors Report
- b. Advertising/Promotions- **TABLED**
  - i. Budget (?) for Marketing/Promotions (and Marketing Personnel?)
  - ii. Promote and Distribute Holiday Cheer flyers at –Constant Contact, El Teatro, newspapers, print media, Limelights, the District, SVCT, etc. – Brianna and Estrella
  - iii. Video Promo – Marilyn and Ron
- c. Gilroy Chamber of Commerce
  - i. Mixer – Diana/Elaine
  - ii. Discussion about benefits of joining the chamber of commerce
  - iii. **TASK: Elaine will talk to Diana to see if she is still interested in heading this**
- d. Grants- **TABLED**
  - i. SJB and Hollister Rotary – Estrella-
  - ii. San Benito Co. Community Grant – Estrella
  - iii. Gilroy Foundation
  - iv. Other Grants – Wells Fargo, Turn Around Arts
- e. Gilroy Business License (no fee required)-Elaine
  - i. Discussion about fire inspection
  - ii. Landlord has to make some changes
  - iii. License is in the mail
  - iv. Elaine donated the \$131 process fee
- f. New Board Member Recruitment
  - i. Nancy Villarreal has submitted her application
  - ii. **MOTION: Janine Mortan motions to accept Nancy Villarreal as a new member at large. Rachel Giacalone seconds. Approved unanimously.**
  - iii. **TASK: Janine will share google docs with Nancy so to update board bios etc.**
- g. **Format Board Auxiliary (or Advisory?) and Recruitment- TABLED**
- h. SAE Staff
  - i. Year Round Staffing
    1. Discussion about need for the year round HR, admin, publicity support
  - ii. Leadership Training, Behavior/Boundary Guidelines, Enrichments, etc.
    1. Katie and Marilyn are working on pulling documents from different schools etc. to put together a “red light green light” appropriate workplace behavior power point to present to STAR staff at training

8. New Business

a. Old Debts

- i. Elaine has yet to be repaid for the \$2,000 loan for our lease. Elaine suggests an extension for the load, to be paid back by April 1, 2018.

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- ii. MOTION: Mark Masoni motions that we graciously accept Elaine's extension for the \$2,000 loan to be paid back by April 1, 2018. Nancy Villarreal seconds. Passed unanimously.
9. Adjournment
- a. MOTION: Janine Mortan to adjourn. Mark Masoni seconds. Passed unanimously. Meeting adjourned at 11:57

Next SAE Board meeting scheduled at October 8, 2016, 10:00am