

STAR ARTS EDUCATION
Board of Directors Meeting
Saturday, August 13, 2016
10:30 a.m. to 1:00p.m.
SAE Office-7393 Monterey St. Gilroy CA.

Meet called to order at 10:34 by Elaine Long

I. Roll Call/Quorum

Present: Marilyn Abad Cardinalli, Elaine Long, Janine Mortan, Mark Masoni,
Joe Cardinalli, Estrella Esparza Johnson (via speaker phone)

Absent: Diana Mugno, Rachel Giacalone

Others Present: Nancy Villarreal

II. Public Comment/Guests

None

III. Adjustments to the Agenda

None

IV. Approval of Minutes

No minutes to approve

V. Executive Director Report- Marilyn

A. Summer 2016- STAR Gilroy & STAR SJB

1. Productions-Aladdin @ Brownell & ETC Playhouse

Discussion about enrollment, producers tables, donations, tickets sales, donations, volunteers & STAR Kid visits:

>Low enrollment summer.

>Tuition trades were profitable.

>SJB and Video broke even. Gilroy made money.

>Income was approximately the same as last summer.

>Need a clear volunteer & STAR Kid visits policies and procedures

>Discussion about the future of STAR SJB. Tabled for further discussion.

2. Nova Film Fest-ETC

Discussion about how to improve film festival:

>Judges need a way to identify kids.

3. Staffing Evaluation

Discussion about training, evaluation, other concerns:

>Marilyn is meeting with Katie and Dana to work on an evaluation

>Discussion about how to better train and mentor staff.

>Discussion about importance of having a managing director to manage and mentor staff.

B. Immediate Goals:

1. Planning for year round operation....needs...Managing Director, Office, Accounts Manager to assist Executive Director

2. Biggest Challenge- securing Performance Space

3. Meeting Scheduled with Dr. Kathleen Rose, Gavilan, September 30 & South Valley Principal, Brownell Principal

4. Administrative staff to meet Wed., Aug. 17 to determine calendar, workshops, staff recruitment & training...

5. Goals:

>Announce the summer show and begin enrollment in January:

>Implement payment plans, clearly defined trades, scholarship monitoring, charge a minimal fee for materials, insurance etc.

>Policies and procedures in place for interns, visiting star kids, Keeping star kids and staff safe,

>Recruitment and training of STAR Staff, volunteers.

VI. Treasurer's Report-Estrella

A. Current Balance

Checking: \$16,891.01

Saving: \$4,174.89

Total: \$21,065.90

Total Spending: \$3,838.94

Monthly Average Spending: \$4,300.01

B. Grants/Donations

Discussion about making our Rotary Club grant applications a high priority. We need to begin the application process a month before April and October every year.

C. Pro Bono Accounting Consultant

Ready to set up an appointment with the Pro Bono Accounting Consultant.

TASK: Estrella will set up meeting with the accounting consultant this week.

VII. Old Business:

A. Upcoming Fundraiser: STAR-B-QUE, Sept. 17th, 2016

Discussion about pros and cons of STAR-B-Q.

MOTION: Joe motions that we cancel the fall fundraiser and put all efforts into winter fundraiser. Mark seconds. Passed unanimously.

TASK: Janine will update website.

Discussion about STAR Holiday Brunch Fundraiser. Planned for December 10.

TASK: Board members will begin collecting auction items.

B. Advertising/Promotions

1. Budget (?) for marketing promotions- Marketing personnel

No info to report

2. Video Promo

TASK: Marilyn will email the link for Ron's promo to Janine. Janine will post promo on website.

3. Social Media: Facebook, Constant Contact, twitter..

Brianna has been hired to work Saturdays and update social media.

TASK: Estrella will share the Publicity Guidelines with Brianna.

4. How did you hear about STAR?-Janine

No info to report

C. Gilroy Chamber of Commerce

1. Mixer-Diane / Elaine

No info to report

D. Grants

1. SJB and Hollister Rotary – Estrella

See notes from Treasurer’s report.

2. San Benito Co Community Grant – Estrella

Discussion about “Arts & Culture” and “Education & Youth” grants.

[TASK: Estrella is gathering information about these two grants.](#)

3. Gilroy Foundation – Marilyn

<http://gilroyfoundation.org/receive/grants.php>

Discussion about Julie Hayes and Richard Hayes grants.

Nancy’s sister has volunteered to help Marilyn write a grant.

Discussion about how our grants must communicate how STAR will impact the community.

4. Other grants and inspiration

https://www.wellsfargo.com/about/charitable/ca_guidelines

<http://turnaroundarts.pcah.gov/>

E. Gilroy business License (no fee) Elaine

[TASK: Elaine will report on this is September](#)

F. Board member recruitment: Nancy Villarreal

Discussion about the positive impact STAR has had on many students.

[TASK: Janine will email Nancy an application.](#)

G. MTI Broadway Jr. – Free publicity....Marilyn

[TASK: Visit this website](#)

<http://www.mtishows.com/broadway-junior/recognition-program>

VIII. New Business

A. STAR ARTS-Education & Enrichment

Discussion about year round programming.

Discussion about leadership training, production staff needs.

Discussion about need for behavior/boundary guidelines for staff.

TASK: Marilyn & Nancy will work on a policy to include in staff training packet.

B. Year round staffing:

Identifying and paying an administrative team

TASK: Marilyn is hiring admin team for the fall.

C. Advisory Board: Carol Harris, Grant Writer

TASK: Janine will Email Carol.

TASK: Nancy will ask Emily to contact Marilyn.

MOTION: Joe Cardinalli motions to create an advisory board by invitation of the executive director to help with identified needs. Mark Masoni seconds. Passed unanimously.

IX. Adjournment:

MOTION: Janine Mortan motions to adjourn. Joe Cardinalli seconds. Passed unanimously.

A. Next SAE Board meeting scheduled on Sept. 10, 2016 @ 10:00a.m.