

STAR ARTS EDUCATION

2015 Retreat

January 11, 2015

Place: Old City Hall Restaurant, Gilroy, CA

9:00-10:00- (STAR Arts Education Board **Closed Session**)

1. Welcome & Introductions

Javier Hurtado

Present: Moira Casey (Vice President), Estrella Esparza-Johnson (Treasurer), Janine Mortan (Secretary), Diana Mugno (Member At-large), Mark Masoni (Member At-large), Marilyn Abad Cardinalli (Exec. Director and Member Ex Officio), Javier Hurtado (Founding President and Retreat Facilitator)

Absent: Elaine Long (President), Deborah Africa (Member At-large)

2. Collective Dreams for the Future of STAR

Javier Hurtado

There was a discussion around the table. Each board member was asked to reflect and share their thoughts and ideas using the following talking prompts:

- I support STAR because _____.
- Three of my strengths as a board member are _____.
- Two concrete skills I bring to the organization _____.
- One thing I saw missing in 2014 was _____.

3. From dreams to a Three Year Strategic Plan.

Javier Hurtado

From the discussion above the board proposed that in the coming months we focus on creating...

- a three year strategic plan
- a marketing plan
- a business plan

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STAR 2014 In Review

STAR 2014 Accomplishments:

STAR Incorporation as a non-profit in the state of California

2014 STAR Arts Programs

Spring STAR "Audition Workshops" Acting, Singing, Dancing
Gilroy production "Guys & Dolls"
Video & Film "First Annual Nova Film Festival"
SJB Production: "Evening of One-Acts"
Fundraiser: STAR-B-QUE

Successful Partnerships

El Teatro Campesino fiscal sponsorship
Gilroy Arts Alliance: Grant
Brownell Middle School: Venue
Serena Farms and Gardens: Venue
Rotary Grant SJB
Casa Maria Old Mission San Juan Bautista

Community Recognition:

Voted Best Summer Camp by Out and About the Valley Readers
Gavilan College Community Spirit

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Absent: Elaine Long (President), Deborah Africa (Member At-large),

2. STAR 2014 Feedback

Javier Hurtado

There was an activity in which everyone was asked to reflect on 2014 and record his or her reflections on a collective poster.

- What I loved about this year.
See photo file "SAE15_Minutes_1.11_Love" for notes
- Things that made your experience challenging.
See photo file "SAE15_Minutes_1.11_Challenges" for notes. Note: poster in photo is missing "ADA accessibility."

Then Javier asked everyone to close their minds and imagine STAR: where it has been and where it might go. Everyone went around the room and shared thoughts, hopes, and dreams for the future of STAR.

- STAR Dreams.
See photo file "SAE15_Minutes_1.11_Dreams" for notes

3. Open Forum

Social Media & STAR

Javier Hurtado

There was a discussion about how STAR Arts improve communications. Javier taught and encouraged the STAR board how to use a #.

- Social Media and STAR
- FB/Instagram/Tumblr
- #STARarts, #STARgilroy, #STARsjb

Morning Take-Away's

Marilyn Abad Cardinalli

Marilyn asked everyone to summarize the big take aways from the morning's conversations. See photo file "SAE15_Minutes_1.11_TakeAway" for notes.

4. Lunch- ***Thank you to Elaine Long for organizing the retreat!***

5. STAR 2015 Season

Spring STAR

Do we want to have Spring STAR? Yes. Discussion about details tabled.

STAR Gilroy

Discussion about how STAR selects shows. STAR uses three main criteria:

- 1. Is this show artistically exciting and aligned with STAR's mission and core values? (Example: are the themes of the show appropriate for youth?)*
- 2. Is this show technically possible? (Example: Do we have the ability to fly Peter Pan?)*
- 3. What is the cost of the show? (Example: Is it popular/will it sell tuition? Are there high production costs?)*

Top Two 2015 Choices: Annie Jr. & Lion King Jr.

TASK: Janine will email Katie and ask her to choose between the top two choices, keeping in mind the above criteria. Deadline for Katie: Jan 31st.

STAR SJB

Discussion about STAR SJB venue and other 2nd summer session possibilities.

Decision to do the same show as in Gilroy, in San Juan at Casa Maria.

TASK: Board needs to look at budget and determine minimum paid enrollment goal and a deadline we must meet that goal in order to have STAR SJB. Board also needs to identify and secure rehearsal space in order to have STAR SJB.

STAR Video

Decision to extend STAR Video to a 4-week program.

Fall STAR

Discussion about the STAR fall season....

We want to use the fall to rest and regroup (wrap up end of summer sessions and the STAR-B-Q fundraiser).

The fall could also be used to: curate STAR's You Tube channel, engage STAR community in online conversations about theatre, put out independent artistic challenges for STAR Kids, advertise STAR Staff's shows, fieldtrips to shows in the community, STAR Video Online Workshop.

Decision to have a Fall STAR Video session in the fall pending funding.

Possible STAR Gilroy Venues

Gavilan Theater

Brownell

Gilroy Interim Center for the Arts

Discussion about how to reduce staff stress and workload so they may focus on their work with the STAR kids during the summer sessions. All staff present said that moving rehearsal spaces mid summer was difficult and the work to make Brownell's theatre useable added a lot to their stress and workload. We want to reduce staff stress and workload by having less moves this summer. We hope to secure 1 rehearsal space and 1 performance space (with an already equip theater). Future discussion to be had about how to improve systems for safety and management of STAR supplies at any of the venues.

TASK: Marilyn will look into all the above venue's availability and report back to the board.

2015 Program Dates

Spring STAR: **TBD**

STAR Gilroy: **Dates June 22-July 18, Performances on July 17 & 18**

STAR SJB: **Dates July 21-August 8, Performances on August 7 & 8**

STAR Video: **Dates June 22-July 17, Film Festival Time & Date TBD**

Summer Staff Training: **June 16-19**

STAR-B-Q: **TBD**

Fall STAR: **TBD**

TASK: check STAR SJB dates for school district conflicts

TASK: secure performance and rehearsal spaces for all programs

6. Final Thoughts

Marilyn asked the staff to for their final thoughts on the day:

- Annette is excited about both possible summer shows and can't wait to start thinking about the costumes
- Isabel had a bittersweet experience today because she is not sure about her plans this summer or her future with star, but is excited to see where STAR is going (with or without her)
- Dana is feeling excited and is "in it for the long haul!"

7. Parking Lot, STAR Needs/Wish List, and Tabled Topics

- How can STAR improve recruiting & training staff?
- Develop a Youth in Arts Leadership program, intergenerational programming?
- Find STAR a home!
- Review before and after care
- 3 year strategic plan
- Marketing Plan
- Business Plan