

STAR ARTS EDUCATION
Board Of Directors Meeting
Saturday May 14, 2016
10:00am.- 1:00pm.
SAE Office
7393 Monterey St. Gilroy, CA

Meeting called to order at 10:28.

Welcome

1. Roll Call/Quorum

Present: Marilyn Abad Cardinalli (Exec. Director and Member Ex Officio), Janine Mortan (Secretary), Mark Masoni (Member At-large), Joe Cardinalli (Member At-large)

Absent: Diana Mugno (Member At-large), Estrella Esparza-Johnson (Treasurer), Elaine Long (President), Rachel Giacalone (Member At-large),

Quorum? NO

Others Present: Licha Casarez (Enrollment Clerk) & Anita Reyes (Managing Director)

2. Public Comment: None

3. Adjustments to Agenda: No

4. Approval of Minutes: **Tabled** until we have a quorum

5. Executive Director Report-Marilyn

- a. Enrollment Numbers as of Today
 - i. Gilroy: 19
 - ii. Video: 1
 - iii. SJB: 6
- b. Enrollment Minimums/Max
 - i. Gilroy: 30/50
 - ii. Video 4-5/10
 - iii. SJB: 15/30
- c. Promotions
 - i. Discussion about advertising. Which form is best?! Social media is cheaper and may be better. Word of mouth is probably still our strongest form of advertisement. We need to collect more data on this issue.
 - ii. **ACTION ITEM: Janine will add a “How did you hear about STAR?” section on the enrollment form.**
 - iii. “Bring your Bestie” If you have already enrolled, and ask your friend to enroll, your friend can get \$50 off, and you can get \$50 off on a future enrollment (voucher).
 - iv. **ACTION ITEM: Anita will create flyer and call kids who are already to ask them to “bring their bestie.”**
ACTION ITEM: Anita will send a thank you card to the SJB teacher, Ms. Anissa Dizon for recommending STAR.

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- v. ACTION ITEM: Anita will make and send flyers to local public schools, private schools, and homeschool office for advertising. Anita will add school district contact info for flyer approval to the google doc: "Board Approved Publicity Guidelines."
 - vi. Joe Shared the All American Boys Chorus as an idea for a future advertising option. Discussion about having STAR kids shoot a promo. The last promo that was made was by Miss Barbara the summer after Suessical (2009).
 - vii. 2009 promo link: <https://youtu.be/awtvTPhZLVQ>
 - d. Scholarships
 - i. ACTION ITEM: Janine will add a note that the scholarship form must be printed and mailed in.
 - ii. Discussion about parents volunteering if their child receives a scholarship.
 - e. Staffing/Volunteering
 - i. The majority of the summer staff have been interviewd. We are still waiting to confirm staff for before care and costume design.
 - ii. Discussion about the need for a consistent office manager (someone to be in the Brownell STAR office during camp hours. Anita is available to be in the office in the afternoon. We need to hire a morning office manager. Their responsibilities would include: managing attendance, answering the phone, supporting with sick kids etc. They could also run the box office in the morning and work on the show program...
 - iii. Discussion about making a handbook for volunteers.
 - f. Background checks
 - i. Discussion about needing a policy for background checks.
 - ii. ACTION ITEM: Anita will research background checks.
 - g. Summer Budget
 - i. See Marilyn's Notes
 - ii. Total Feb-May Expenses: \$7,428.16
6. Treasurer's Report-Estrella- **Tabled**
- A. Expenses
 - B. Current Balance
 - C. Grants and Donations
 - 1. Tracking Board Members "Give or Get" (\$150) Donations
 - D. Consulting Account
 - E. Event Template
7. Old Business- **Tabled**
- A. Spring Workshop Report-Katie/Marilyn – IT WAS GREAT!!!
 - B. Gilroy Chamber of Commerce-
 - 1. Mixer – Diana/Elaine
 - 2. SAE Business Cards - Marilyn
 - C. Grants-
 - 1. Gilroy Assistance League (portable stage)- Marilyn
 - 2. SJB and Hollister Rotary – Estrella
 - 3. San Benito Co. Community Grant – Estrella
 - E. Upcoming Fundraisers-
 - 1. FroYo- Estrella
 - 2. Christopher Booth at Garlic Festival (Jaclyn Agnitsch) – Janine

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3. STAR “Booster” Club (for parental involvement in fundraising, etc.)
 - a. VolunTERS Procedures, ie. Background Checks, Insurance, etc.
- G. Advertising/Promotions-
 1. GMH Today
 - a. \$300 for ¼ page in May issue
 - b. Press Release-Rachel
 - G. Theatre Bay Area-Estrella
9. New Business- **Tabled**
 - A. Gilroy Business License (no fee required)
 - B. Board Recruitment-(Linda West)
 - C. MTI Broadway Jr. Student of the Month – Estrella
10. Adjournment: Meeting adjourned at 11:58

Next SAE Board meeting scheduled at June 11, 2016, 10:00am