

STAR ARTS EDUCATION
Board Of Directors Meeting
February 14, 2015
Place: Gilroy Center For the Arts, Gilroy, CA

Meeting called to order at 10:20 by President, Elaine Long.

Proceedings

1. Roll Call/Quorum

- **Present:** Elaine Long (President), Moira Casey (Vice President), Estrella Esparza-Johnson (Treasurer), Janine Mortan (Secretary), Deborah Africa (Member At-large), Marilyn Abad Cardinalli (Exec. Director and Member Ex Officio)
- **Absent:** Diana Mugno (Member At-large), Mark Masoni (Member At-large)
- **Quorum?** Yes
- **Others Present:** Katie Garcia (Artistic Director)

2. Public Comment

- Happy Valentines Day and 1-Year Anniversary from Marilyn.

3. Additions/ Adjustments to the Agenda

4. Approval of Minutes

- ***MOTION: Moira Casey motions to approve December 6, 2014 minutes. Janine Mortan 2nds. Passed unanimously.***

5. Treasurer's Report

A. Gilroy Rotary Grant-

- SAE received a \$1000 grant to pay the royalties for Annie Jr.
- Thank you to Rotary Club of Gilroy!

B. STAR Arts Accounting Manual Template-

- Estrella began a first draft of the accounting handbook/policy.
- She has shared it with the board to review via google docs.
- Thank you to Marilyn for completing the 2015 budget.

C. Current Account Balance-

- Checking \$2569.13
- Savings \$1423.89

6. Executive Directors Report

A. REVIEW of Grants

- Submitted Grant to Gilroy Foundation Julie Hayes Rising Star
- Requested \$24,650
- Thank you to Deborah, Marilyn, and Elaine for all the work.

B. Proposed Operating Budget-2015

- Budget on Pages 5-6 of Meeting Minutes
- ***MOTION: Moira Casey motions to approve the 2015 Operating Budget. Deborah Africa 2nds. Passed unanimously.***
- Discussion about needing to approve our 2016 budget in December of 2015. Plan to begin working on 2016 budget in September.

C. Performing Venues & Schedules for 2015

Discussion of Spring and Summer Venues for 2015

- Brownell is available BUT we will have to share with summer school. Discussion about sharing space with high school students.
- Gilroy Arts Alliance space can only fit 30 kids.
- South Valley Junior High may be a possibility.
- Janine strongly recommends one venue for camp.
- Estella recommends we come up with a short list of criteria for choosing venues.
- Priority List of Venues for STAR Gilroy and STAR Video 2015
 1. Gavilan for camp and performance
 2. Brownell for camp, Gavilan for performance
 3. Brownell for camp and performance
- Enrollment Caps for STAR Gilroy, STAR Video, and STAR SJB 2015
 1. STAR Gilroy: 60 (if at Gavilan); 50 (if at Brownell)
 2. STAR Video: 20
 3. STAR SJB: 30
- ***MOTION: Janine Mortan motions to approve Priority List of Venues for STAR Gilroy and STAR Video 2015 and the Enrollment Caps for STAR Gilroy, STAR Video, and STAR SJB 2015. Deborah Africa 2nds. Passed unanimously.***

Discussion of Spring and Summer Schedules for 2015

- Proposed Schedule
 1. Spring STAR: March 21, April 18, May 16; 1PM-3:30PM
 2. STAR Staff Training & Artistic Planning: June 16-June 19
 3. STAR Gilroy & Video Begins: June 22; 9AM-4PM; 4 WEEKS
 4. STAR Gilroy Annie Jr. Performances: July 17 & 18
 5. STAR San Juan Bautista Moving Day: July 20
 6. STAR San Juan Bautista Begins: July 21; ; 9AM-4PM; 3 WEEKS
 7. STAR SJB Annie Jr. Performances: August 7 & 8
- ***MOTION: Estrella Esparza Johnson motions to approve the 2015 Program Schedule as provided by the Executive director. Deborah Africa 2nds. Passed unanimously.***

D. SUMMER 2015 Tuition

- Spring STAR: \$45 each, \$80 for two, \$100 for three
- Spring STAR participants will be given a tuition credit for any Summer STAR session equal to the amount paid for Spring STAR sessions
- STAR Gilroy: \$725; Early Bird \$652.50
- STAR Video: \$660; Early Bird \$600
- STAR Gilroy and STAR Video Early Bird Deadline: May 1st
- STAR SJB: \$420; early bird \$375
- STAR SJB Early Bird Deadline: June 1st
- ***MOTION: Janine Mortan motions to approve the Tuition Fees. Moira Casey 2nds. Passed unanimously.***

E. SAE Staff Hiring Priorities/Job Descriptions- Katie Hipol

1. Executive Director
 - Marilyn will continue to provide her services in kind.
2. Artistic Director
 - Job Description on Page 7 of Minutes
 - ***MOTION: Deborah Africa motions to approve the Artistic Director job description with amendments discussed. Moira Casey 2nds. Passed unanimously.***
3. Enrollment/Registration Coordinator
 - Job Description on Page 7 of Minutes
 - ***MOTION: Moira Casey motions to approve the Enrollment Coordinator job description with amendments discussed. Estrella Esparza Johnson 2nds. Passed unanimously.***
4. Production Director (Gilroy & SJB)
 - Job Description on Page 8 of Minutes
 - ***MOTION: Estrella Esparza Johnson motions to approve the Production Director job description with amendments discussed. Janine Mortan 2nds. Passed unanimously.***
 - ***TASK: Board will create weekly report for Production Director***

7. OLD BUSINESS

F. Fundraising

- Elaine has no updates RE Go Fund Me. She needs help.
- Marilyn suggests we cancel Go Fund Me account.
- ***MOTION: Janine Mortan motions to cancel Go Fund Me account. Estrella Esparza Johnson 2nds. Passed unanimously.***
- ***TASK: Elaine will cancel Go Fund Me Account.***
- Discussion about using Brown Paper Tickets to collect donations.
- ***TASK: Estrella will get more information about Brown Paper Tickets.***
- ***TASK: Janine and Katie will thank Gilroy Rotary for Grant on Website & Social Media.***
- Discussion about using looking back at the STAR Sponsorship Kit that Javier created.
- Discussion about how we can continue to improve our relationship with donors.
- Discussion about other ways to find funds and grants.

G. Reschedule the STAR THANK YOU

- Saturday, March 14 5PM-7PM
- Happy Hour (Wine & Cheese) @ Elaine's House
- ***TASK: Janine will make a google doc for an invitation list & create an invitation (using paperlesspost.com). Deadline to send invitation: February 20.***

H. STAR Leadership Camp

I. Parent Volunteers

- *MOTION: Janine Mortan motions to table discussion of STAR Leadership Camp and Parent Volunteers. Estrella Esparza Johnson 2nds. Passed unanimously.*
- *TASK: Janine will forward Diana's draft parent liaison letter to board for review.*

J. Reviewing Board Retreat including:

- How can STAR improve recruiting & training staff?
- *TASK: Katie and Marilyn will work on this.*
- Review Before and After Care
- *TASK: Katie and Marilyn will work on this.*

K. STAR SJB Venue

- *TASK: Moira going to draft a letter to Ruben Zepeda, Superintended of ASJUSD RE STAR SJB.*

8. NEW BUSINESS

A. Set Calendar for Board Meeting

- Saturday, March 14 10AM; Old City Hall Restaurant
- Saturday, April 18 10AM; Old City Hall Restaurant
- Saturday, May 9 10AM; Old City Hall Restaurant
- June meeting TBD; try to keep June 16-19 available; Location TBD

B. Business Plan (including a book-keeper or an accountant)

- *TASK: Marilyn will begin the process and bring plan to the board to review.*

C. 3 to 5 Year Strategic Plan

- *MOTION: Janine Mortan motions to table discussion of our 3 to 5 Strategic Plan. Deborah Africa 2nds. Passed unanimously.*

D. Resignation

- The board accepts Deborah Africa's resignation from the board.
- A heartfelt thank you to Deborah for her enthusiasm, optimism, and time.

9. Adjournment

- *MOTION: Estrella Esparza Johnson motions to adjourn meeting. Janine Mortan 2nds. Passed unanimously.*
- Meeting adjourned at 12:45

Next Meeting is scheduled for: Saturday, March 14 10AM; Old City Hall Restaurant

STAR ARTS EDUCATION- PROGRAM BUDGET 2015

PERSONNEL		Funding source
Executive Director .25	\$4,250.00	in kind
Admin. Support .25	\$3,450.00	Tuition/All Arts Connect Foundation
Artistic Director .20	\$3,400.00	Tuition/Gilroy Foundation
Program Coordinator(May-Sept.)	\$3,000.00	Gilroy Foundation
Spring Teaching Artistic Leaders		
Theatre- Apr.	\$375.00	Tuition/Gilroy Foundation
Music-May	\$375.00	Tuition/Gilroy Foundation
Dance-May	\$375.00	Tuition/Gilroy Foundation
Video/PSA/Music Video	\$450.00	Tuition/Gilroy Foundation
Sub total	\$15,625.00	Tuition/Gilroy Foundation

Summer Staff:

Production: Gilroy (Annie) 4 weeks+ training week

Production Director & Unit Leader (Gil)	\$4,500.00	Tuition/Gilroy Foundation
Designers (Gil) (Sets & costumes & Lights)	\$2,400.00	Tuition/Gilroy Foundation
Music & Unit Leader (Gil)	\$1,450.00	Tuition/Gilroy Foundation
Dance & Unit Leader (Gil)	\$1,400.00	Tuition/Gilroy Foundation
Props & Unit Leader (Gil)	\$1,200.00	Tuition/Gilroy Foundation
Stage Managers & Unit Leaders (Gil) (2)	\$1,200.00	Tuition/Gilroy Foundation
Talent Supervisors (Gil)	\$1,000.00	Tuition/Gilroy Foundation
Workshop Leaders (Gil)	\$1,000.00	Tuition/Gilroy Foundation
Child. Supervisors/Interns (Gil)	\$800.00	Fee for Service
Before and After Care	\$800.00	Fee for Service
STAR Video	\$1,400.00	Fee for Service
Editor	\$1,400.00	Tuition
Costumer	\$800.00	Donation
Accompanist	\$600.00	Donation
Sub-Production Personnel	\$19,950.00	
SUBTOTAL PERSONNEL	\$35,575.00	

Operating/Production Expenses:

Supplies	\$2,600.00	Tuition
Royalties/Scripts	\$2,000.00	Gilroy Rotary & Gilroy Foundation
T-Shirts	\$1,500.00	Tuition/Sponsor
Communications: cell,	\$600.00	Income
Website, CC, PBM	\$500.00	Income
Office	\$4,500.00	Fundraising/donations

Sets	\$1,800.00	In Kind \$250
Costumes/cleaning	\$600.00	Fees
Insurance	\$3,000.00	Fundraising
Facilities Rentals Rehearsal & performance	\$6,500.00	Admission Fees/Gilroy Foundation
Storage Rental	\$3,300.00	Tuition/ fees
Marketing	\$4,000.00	Ticket Sales/Trades
Computer (Internet)	\$1,400.00	In Kind
Travel Expenses	\$125.00	Fees
Lights	\$1,400.00	Fees/Donation \$900
Payroll Heartland	\$600.00	Tuition
Occupancy	\$4,150.00	Fundraising/donations
Sub total: (Operating...)	\$38,575.00	
GRAND TOTAL Expenses	\$74,150.00	

INCOME

Spring Enrollment	\$1,250.00
Summer Enrollment/Fees	\$31,500.00
Box Office Ticket Sales	\$5,500.00

GRANTS, DONATIONS, FUNDRAISING

All Arts Connect Foundation	\$3,450.00
Julie Hayes "Rising Star"	\$24,650.00
In-Kind	\$4,500.00
Gilroy Rotary (Royalty)	\$1,000.00
Fundraising/Donations	\$2,300.00
Grand Total Income	\$74,150.00
Grant Total Expenses	\$74,150.00
Profit/Carryover	\$0.00

Job Descriptions

Artistic Director

- Creates an artistic vision for each program season
- Maintains the integrity of the artistic vision of the program
- Creates a pre-production timeline
- Hires artistic staff
- Designs training program for artistic staff
- Works closely with the production director to create and maintain artistic vision of each production
- Participates actively with the STAR Arts Education Board to choose all productions for performance
- Communicates with the STAR Arts Education Board Finance Committee with any artistic budgetary concerns
- Works with STAR Arts Education Board Curriculum Committee to create an artistic curriculum, including: rehearsal timeline, guidelines for criticism and coaching, theatrical learning objectives (such as Actor's Building Blocks, theatre vocabulary, basic technical experience, and others)
- Updates social media in regards to artistic elements, such as performances, artistic staffing, notes to cast and crew, etc.
- Is reachable by phone or email during regular program hours to staff for any matters relating to the artistic integrity of the program.
- Collaborates with STAR Arts Education Board Parent Liaison with all matters of parent communication as it relates to overall artistic concerns
- Functions as a representative of STAR Arts Education to the children's theater network

Enrollment Coordinator

- Answers STAR phone during scheduled "office hours"
- Checks website enrollment page, email, and voicemail daily for enrollment information
- Records and delivers messages to the appropriate recipient
- Handles parent communication in regards to enrollment, tuition and fees (such as before/after care) in collaboration with the STAR Arts Education Board Parent Liaison
- Keeps a detailed record of all enrollment tuition and fees
- Keeps a detailed record of all participant entry paperwork, such as medical and insurance information
- Makes all transactions related to enrollment, tuition and fees
- Updates social media in regards to enrollment, tuition and fees
- Communicates with the Executive Director and SAE Board Finance Committee with any budgetary concerns regarding enrollment, tuition and fees.
- Ensures all enrollment practices are completed according to SAE Accounting Manual

Production Director (Gilroy & SJB)

- Directs one or more production(s) in the season
- Works closely with the Artistic director to create and maintain artistic vision for the production
- Facilitates all production meetings between artistic staff
- Maintains the artistic vision of the program (day to day) during operating hours
- Is available to staff throughout the production for any questions, concerns, or grievances related to the active production
- Communicates directly with families with any concerns about the active production in collaboration with the STAR Arts Education Board Parent Liaison
- Submits regular updates on active production to Artistic Director for social media
- Attends at least one STAR Arts Education Board meeting per production to give updates on the active production OR submits a written report updating the STAR Arts Education Board on the status of the production
- Collaborates with Program Coordinator to submit a weekly program report in accordance to STAR Arts Education Board guidelines.