

Minutes for Dec 2015 Board Meeting

Mon, December 7th | Attendees: Jackie Drennan, Toni Loschiavo (dial in), Lauren Loschiavo, Erin Drennan, Randi Katzman. Parent Advisors to the Board: Jeana Dwyer, Kathy Garcia, Rachel Leo

Registration/Enrollment for Fall/Spring 2015/2016. Registration is even from Fall 2015.

Summer Intensive/Ballet Princess Camp & Regular Class Schedule dates selected: July 5-8, Ballet Camp, July 10-August 20th summer classes, August 22-26 Summer Intensive.

2015/2016 School year budget/salaries review and approval. Still have not met salaries decided at last year's December meeting of 12k/year for Lauren and 53k/year for Erin. Studio owes Erin 12k and Lauren 3k.

Marketing Timeline, Budget and Projects for spring/summer

LI Parent microsite progress - cancelling the microsite. Not effective.

Kids Fest f/u. Awaiting information from Merrick Chamber.

Print ads: Review Herald, Newsday ads and determine budget for summer/fall 2016. Will run a May ad in the Herald/Newsday that includes summer and fall registration information.

Open House – Dec 12th – Projections. 2 prospective students RSVPed. We will host a bi-annual open house each December and June. Next date will be June 18th.

Marketing for Adult Classes has been effective. Slowly adding more classes to the schedule.

Social Media timeline/campaign check-in. Taking a break from social media marketing spending. We've been spending ~200/month on online ads. Will gauge the difference in traffic over the next two to three months.

Master Class Program for spring- contacted Daniel Ulbrich, Sara Mearns, Amar Ramasar and Devon Doane to set up Master Class series for spring. Waiting to hear back.

2nd Location: Lynbrook Check-in? / Community Center / Outreach

Lynbrook 2nd location to remain on minutes. Community Center outreach has been affective but time consuming to teach in Freeport.

Fundraising

Review 11/4 meeting with Fundraising Event Committee & Status Update – invitations stamped and ready. Website registration ready. Deposit on La Piazza made. Several donations already received. Will follow up on donation baskets prior to next committee meeting.

Agenda for Jan 6th Event Committee Meeting was reviewed.

Fundraising dates/goals for Younique make-up will be tabled until future meeting.

ABT Training Syllabus – awaiting dates for Winter 2016 to determine if it's in the budget. Will be tabled until future meeting.

2015-2016 School Year policies review: dress code, trial policies have been effective and followed without issue.

2015-2016 Parent Temperature check-in – overall drama-free year so far.

Increasing enrollment of older students/Company Unlimited Classes has been mildly effective.

Nutcracker Review

Date change for performance for 2016 anticipated. We plan to book Brookside for the 1st or 2nd week of December and adjust the school year calendar accordingly.

Tuition schedule was reviewed and approved for no changes for next school year.

Future committee planning and invitation for volunteers was addressed.