

Minutes for June 13 2016 Board Meeting

Mon, June 13, 2016 | Attendees: Jackie Drennan, Toni Loschiavo (dial in), Erin Drennan, Randi Katzman.
Parent Advisors to the Board: Jeana Dwyer, Kathy Garcia, Rachel Leo, Nina Marten

Registration/Enrollment for Summer 2016, Fall 2016 is steady from last year. We anticipate even for 2016/2017 with graduating seniors, etc. We will be updating tuition to reflect increased costs after August 15th.

Summer Intensive/Ballet Princess Camp & Regular Class: We are unsure if we are going to run ballet princess camp due to low attendance. Several people have signed up tentatively but we need at least 5 and we only have 3.

Marketing Timeline, Budget and Projects for spring/summer

Kids Fest Follow Up: The chamber continues to create difficulties. There is inconsistency between what they tell me is permitted (ie booth size, performance on the mobile stage) and what they seem to advise competitors.

Festival of Trees? Nov 25, 26, 27 – Thanksgiving weekend – Not really worth the effort. If we are able to do an event during the fall weekends despite Nutcracker rehearsal, we'd rather do the fall festival.

Print ads: Review Jewish Star, Herald Ad and Herald Gala write up. Jewish Star ad was pointless. Write ups for Gala was great and hoping for a write up in the Herald about the ladies' business expo.

Open House – June 18th projections – assigned the three dancers into trial classes and offered to waive the fee since we do not have enough children participating to run each age group. One 15 year old, one 8 year old and 1 9 year old.

Marketing for Adult Classes follow up from previous meeting:

Facebook/Google ads resume, additional classes on the schedule, 10 Class Passes donated. Adult classes growing which they tend to do this time of year.

Social Media timeline/campaign check-in – reactivated our social media advertising campaign.

Assessment Day: Plans & Review June 18, 2016 – 15-20 dancers are currently signed up to be assessed during the assessment day or during summer classes.

ABT Curriculum Review and Implementation Review: Testing the class during summer session Sunday classes to see how children respond and decide if parents are interested in having their children evaluated.

Fundraising: Gala Status update – raised \$1500. Planning to hold one in-house next year and hopefully alleviate some of the administration. Socks and Champagne plan for auction 2017

Paint & Wine Night With Diane Noto as a fall fundraiser. Erin to follow up with Diane to get information.

2016-2017 School Year policies review: withdrawal policies and registration forms. Policies reviewed and upheld. We will continue to communicate and uphold the policies as always.

2016-2017 Calendar planning: Nutcracker dates reviewed, Les Mis, Recital dates, vacation schedules, to be finalized with Brookside in mid-August.

2015-2016 Parent Temperature check-in: Good community this year. Everyone seems very happy.

Nutcracker Review: Update on Auditions/Cast size/Date change for performance for 2016. Finalized participation fees.

Tuition Review for 2016-2017

- Administrative fee for monthly billing or price increase. We decided it was time for a price increase based on Erin's competitive analysis. Dancers will be grandfathered in if registered before August 15th for all months.

Scholarship Applications for 2016-2017 school year (Reconsider Zeta/Taylah scholarship in question). Discussed and decided to keep them on contingent scholarship based on exceptional behavior.

Freeport Rec Centre & Project Plié – continuing. Will invite Olivia to student teach with me to prep her to take over the classes herself soon.

Future Parent Advisors to the Board – Decided to ask Milagros Cruz to represent the younger students who has since accepted the position before minutes were typed up.

Future Committee Planning- Nutcracker costume committee to be headed by Kathy Garcia and Jeana Dwyer – we will also ask Deanna Silver or Anne Dragovic. Will require volunteer to be at a handful of rehearsals prior to the performances.

Upcoming board meeting: Sept date and open board meeting will be held Sun, Sept 18th at 7:30pm after Nutcracker rehearsals.

Review tuition policies for drop out/absentee/injured students. Reviewed Orlando's and Sparacio's. Tracy/Sarah Cousins – Sarah out for extended injury. Tracy asked us to reconsider our semester tuition policies and credit her for the missed classes (6-8 weeks of classes). Should a different policy be implemented for long-term injury? Considerations: *This has come up on our agenda dozens of times and we really have tried to make sure it's clear to families when they register that they are purchasing a spot in their class for the semester. Once enrollment passes, we cannot fill an empty spot and it creates a past deficit which is very difficult to correct. We've addressed it before and have yet to determine a fairer policy that does not create a past deficit for the school. From a teacher's perspective, I'd really prefer they be in class regardless of injury which is the way we trained with Mr Ohman, is what is expected of hired dancers, and is also true in ABT's national curriculum. It is a fairly universal policy in all schools and organizations in which our staff has been involved that students are expected to attend/observe and participate (not physically, of course if they're injured) in classes regardless of injury. There is plenty of theory and lecture involved in classes from the yellow belt level and up. We also then have the consideration of having to monitor and record detailed attendance records- which is hugely impractical when we allow students to meet their class minimums with varying classes each week. I've also noticed that when people believe we are lenient with our tuition policies they do take advantage. It is also very time-consuming for me to manage the admin and correspondence related to these issues which is why I want the policy clear and in no uncertain terms.*