

Minutes for March 2016 Board Meeting

Wed, March 16, 2016 | Attendees: Jackie Drennan, Erin Drennan, Randi Katzman. Parent Advisors to the Board: Rachel Mathieu Leo

Registration/Enrollment for Spring 2016, Summer 2016 Discussed- Tentative schedules have been published and registration is proceeding as usual.

Summer Intensive/Ballet Princess Camp & Regular Class Schedule Dates: Many summer camps end in the middle of the intensive but school orientations begin late the following week. We are anticipating that it may impact enrollment. We need seven students to run the program and we are confident it will be worth it to run in the week we have already published.

Marketing Timeline, Budget and Projects for spring/summer:

LI Parent microsite progress cancellation – did not have good results. Removing from agenda for next meeting.

Kids Fest Follow Up- Banner on its way. 10% off signage for registration events will be used at Kids Fest. Dancers have begun signing up for participation in demos which will take place Sat, 4/30 at 12 and 4pm, Sun 5/1 at 3pm. Erin ordered canvas totes for giveaways.

Print ads: Will run an ad for summer/fall enrollment in Jewish Star and Herald Ad.

The Herald will send someone to cover either the gala or the Nathan Hale Gatsby demo on April 10th. We will send pictures for both events to Scott Brinton.

Open House – June 18th 3-5pm (will also be our assessment day for belt assessments). Rack cards have been printed and will be distributed to Freeport Rec Ctr dancers and publicly. It has been posted on facebook and on website. RSVP required.

Marketing for Adult Classes- continuing to look for better vehicle to market the adult classes. Will include 10 Class Passes in the baskets for gala/recital auctions and advertise on facebook & google.

Social Media timeline/campaign check-in. Restarted facebook advertising this week after 3 month hiatus for budgetary reasons.

Master Class Program for spring – have been unable to schedule master classes that don't interfere with events already scheduled at the studio. We've had very limited participation in the past so we haven't been able to meet our minimum student participation requirement to pay for master teachers.

Assessment Day: June 18, 2016. Will have Ms Lauren, Ms Erin and Ms. Marissa assessing others' students.

ABT Curriculum Review and Implementation ideas – will offer a pre, primary and level 1 class on Sundays in summer to test run interest, participation and implementation. Will discuss at Sept board meeting.

Fundraising

Gala Status update – many auction items, not many RSVPs. Erin will send email blast reminder after baskets are put together on 3/29. Email blast will include option to bid for Chinese raffle online and option to bid on silent auctions at the studio prior to the event.

Next year plan to do similar auction style fundraiser but at the studio as a 'socks & champagne' event or paint night. Less restrictive on dates we can hold it and less expensive for participants. Maybe catered. The following year we will consider holding another gala outside the studio.

2016-2017 School Year policies review: withdrawal policies and registration forms –all good/stays as is.

2016-2017 Calendar planning: Nutcracker dates, Les Mis, Recital dates, vacation schedules:

Discussed the fall semester calendar closures which will be posted to the website. Nutcracker Dec 3 and 4 (dress and performance). First choice for FAITH Project Les Mis: April 23rd, Second choice April 2nd. First Choice recital: May 21st, Second choice: June 4, Third choice: June 11. Date requests have been submitted to Brookside. We plan to finalize in August as usual.

2015-2016 Parent Temperature check-in – all good.

Nutcracker Review

Date change for performance for 2016 to Dec 3rd. Possibly three shows with one free for seniors and students and the other two for families who purchase tickets.

Tuition Review – all good – stays as is for 2016-2017 school year.

Future Committee planning – no updates needed.