

CREC Greater Hartford Academy of the Arts – Parents, Friends and Alumni Association (PFAA)

Minutes – January 9, 2018

Present: Donna Hamre, Tonya Bradley, Brandy Ciraldo, Kim Stroud, Nick Chanese, Raegan Bishop, Kirsten Engebretson

1. Minutes from last meeting available

Agenda and minutes from the November meeting were passed around. Minutes were reviewed, discussed and accepted by Raegan and 2nd by Brandy.

- Lynn Hoffman Fund: it was discussed to give Lynn a prepaid credit card with an allotted amount of funds for using at her discretion. Brandy will look into the options available.
- The Holiday movie night went well. We did well with concession sales. We discussed a possible movie marathon in March during conferences. The Creative Writing has used the Sun Bridge Studio at the Colt Campus for movies in the past. The students could Lottery or Raffle to select a movie.
- Students performed at Aetna for their Holiday Party on December 7th and they were well received. It is possible for more student performance opportunities in February for Black History Month as well as performances for the Spring Musical. Parent permission, transportation and logistics are details to be worked out for these performance opportunities.
- Kim mentioned that she receives many calls from different companies and organizations for student performances off site to increase student exposure.

2. Administration updates

Kim Stroud:

- There will be a student Open House tomorrow night, January 10, 2018 for prospective students. Our enrollment for full day students is good but the half day enrollment is low.
- The CT Dance Alliance will be holding a dance day at the Learning Corridor on Monday, January 15th. The day will include master class workshops and a preview of the film “The Black Ballerina
- “King of Hearts” is our next musical and will be running beginning next weekend for 2 weekends.
- Seniors will be presenting their Capstone Projects on January 18th. This is a graduation requirement of the full day Seniors. The Capstone Projects are

started during their Junior years. The students must complete and Independent project by choosing a topic, the project features a research component, community service, and a final presentation in front of other students. There are deadlines to be met. The projects are structured and laid out in a Capstone class that Students must take.

- The theater department is expected to go on a field trip to Hartford Stage on January 24th. Tickets have been purchased and transportation arrangements are pending.
- “Merging” is a Dance Department Show happening in February 9 & 10th

Raegan:

- January 16th is a shadow day for prospective students from 1pm-3pm
- RSCO Fair is January 27th
- Retake Pictures are at her desk for students to pick up

3. Parent Senate Committee:

- Tammy and Judy (in place of Brian) attended the Parent Senate meeting but neither were available to update at tonight’s meeting.

4. Recruitment Assistance

- Raegan provided flyers to post in our towns. Our school is open to any student in the State of Connecticut. Application numbers for CREC Magnet schools are down across the board and we are trying to get the word out. The flyers will be posted on social media as well as at Local Libraries, Community Centers, YMCA, etc. to get the word out about our school
- There are talks of doing a FLASH MOB at Buckland Hills Mall sometime in February, prior to the February 28th deadline.
- The PFAA will budget for next year a plan for \$ funds to allocate towards Marketing for the school and the performances.

5. 501c3 Update:

- Brandy called the IRS and got a verbal confirmation of our approval. We should have our designation letter within the next 2 weeks.
- We will need to file, complete conflict of interest forms, get insurance, and file taxes by April for the 2017 year.
- We will have our designation letter in time for the Donor’s reception. Silent auction donated items will be tax deductible. (Silent Auction bids will not be tax deductible)
- Brandy has already started looking into Grants but a Tax ID # is required to apply for the Grants.

- Nick mentioned a Grant Writing USA course, Brandy listed other Grant writing classes offered through the Library and the Non-Profit Center in Hartford.

6. **Director's Reception**

- Brandy has been contacted by 3 or 4 parents volunteering to help out.
- We discussed invitations being emailed vs printing paper invitations. Kirsten explained the process for the reserved seats for the director's reception purchase. We discussed having a presale for online ticket sales open to the director's reception attendees 2 weeks prior to the public ticket sales on April 2nd.
- Paper invites are typically mailed to past alumni and past donors.
- Brandy mentioned that she has a program from the Greater Hartford Arts Council listing their donors and has begun compiling a list of potential donors to contact.
- We will have an electronic copy of the invitation to email out to past alumni, CREC members, Families at both the Middle and the High School and for Social Media.
- The invitations will be designed and printed then sent to CREC Central Office to be proofed. This process takes 4-6 weeks.
- The mailing list for paper invitations has historically been between 400-500 invitations.
- Tonya has been in contact with Brian Swanson and he has offered to assist with the fliers and email design for the Director's Reception.
- Aetna employees will have a \$5 off ticket opportunity again this year.
- Kirsten will send Brandy the Cast list and contact information for the parents for possible volunteer opportunities.
- The first rehearsal will be on January 29th from 4:30-7:30, there will be a parent meeting from 7:00-7:30. PFAA will be on the agenda to speak to parents about volunteering for the Director's reception as well as donations for the silent auction and food for the evening.
- Tonya will check into pricing for the digital billboard near the Colt Campus. It was discussed having a fundraiser to put the advertisement for "Chorus Line" on the Billboard.
- GHAA Faculty will be contacted regarding Silent Auction Donations as well as Food donations
- Senior's needed community service hours will be invited to volunteer for various roles in the evening to include: Ushers, photographers, balloons, set up/clean up, servers, concessions, and other opportunities to be identified.

Next meeting Tuesday, February 13th

Respectfully submitted,

Donna Hamre, Secretary