

December 7, 2011
FoSOTA Executive Board Meeting
Ruth Asawa School of the Arts

In attendance: Colleen, Ivie, Hilary Mahon, Michael Palladino, Joe Rosenblatt, Tom Weverka, Anne Yanow, Larry Yant,

Michael Palladino called the meeting to order at 6:10 PM. The minutes of our November 1 meeting were approved.

School report: Most applicants for enrollment in the 2012-2013 school year are San Francisco residents. The district office has expressed concern about our out-of-district student numbers, and we are working to ensure that this population does not exceed established boundaries. Colleen Ivie reported that Carmelo does not expect a budget freeze in January. We are continuing to buy hardware and other necessary supplies, and the district has sufficient reserves to cover expenditures for the time being.

Treasurer's report: FoSOTA had a beginning balance of \$186,771 on July 1 and an ending balance of \$220,461 on December 6. Combined bank balances total \$220,341, with an available balance of \$202,104. Parent donations have totaled \$149,736, partially reflecting donations made to art departments directly from parents (up \$27,205 from the November report). Field trip expenses reflect deposits and payments for trips to New Orleans and Austria by the vocal and dance departments, respectively. Venue rental costs increased due to \$2,525 in expenditures for the Gregangelo event.

Outreach: A meeting will be held on Thursday, December 8, where a comprehensive list of initiatives that are planned going forward will be discussed. Sandra Halladey is taking over Yahoo and other publicity functions. We are building a structure for PR by each department. A parent in the creative writing department is working on PR materials for endowments and brochures for departments. An alumni parent's company will supply printing needs.

PTSA: We continue discussions concerning the possible conversion into a parent-teacher organization (PTO). The PTSA president will begin advertising this around school, and discussions will ensue for ensuring that all opinions are expressed and full transparency is achieved in the process. If approved, we will make the shift at the end of the school year following a vote at that time.

Endowment committee: The committee is working on a fundraising database.

Branding: A meeting will be held on December 8. We will consider combining the SOTA and FoSOTA websites.

Parents annual fund: We have received many checks since the follow-up letter was sent, and total income has climbed to \$51,451. Our goal is to reach \$100,000. We may send out one more mailing to the community. A discussion ensued about better cohesion in funding and fundraising. Some departments are still working on their own fundraising, and better spending controls are needed, including a "pre-approval process" governing expenditures. A container for costumes was purchased this

year without going through proper channels. Departments should have personnel for overseeing monies generated. This could be an opportunity for students to learn about the business side of the arts.

Special parent donors/ Gregangelo event follow-up: The event was enjoyed by all attending. The venue was very interesting, and the event helped build community and raise awareness of SOTA. There has been some criticism of the need to pay for a development chair for enhancing fundraising.

Discipline spotlight events: We will be holding events that spotlight each department over the rest of the year. We are printing material focusing on particular departments. The importance of these events needs to be reiterated with department chairs.

Asawa Arts Advocacy (AAA) event report: Aiko Lanier has designed a postcard advertising the event and printed 500 copies. A list of invitees is being created and will be sent in two weeks. We are aiming for 200 attendees. Tickets will cost \$100. We will target outsiders who could become important fundraisers in the future. Peter Coyote has committed. School parents will not be invited per se. The event will also help get influential names into our database. Monies raised will be earmarked for artists in residence.

The next executive meeting will be held on January 3.