



MONTEREY PENINSULA BALLET THEATRE, CORP.
225 THE CROSSROADS BLVD., #253
CARMEL, CA 93923

**MINUTES OF THE October 15th MEETING
OF THE BOARD OF DIRECTORS OF
THE MONTEREY PENINSULA BALLET THEATRE CORP.**

The meeting of the Board of Directors was held on October 15, 2023 at 6:00pm Location: Pasadera Boardroom

Board Members in Attendance: Heather Palmer, Christine Brooks-Knipp, Camille Reith, Ginny Swan, Ryan McGuirk, Jason Neves, Erika Takada and Sarah Norbraten

Interested Party: Tia Brown Rosenblum

Board Members Absent: Lori Pfeiffer

Call to Order

Heather Palmer called the meeting to order at 6:16pm

Treasurer's Report

- Current balance is \$195,810.48
- Raffle Filing- Change to calendar year and will expire end of 2023 instead of Oct 2023. We are still current.
- Action item: Tax return status- Cindy Munday will fill in information needed.
- Participation fees 100% collected. This will be set up Quickbooks for next year.

New Business:

- **Youth Ambassador Program –**
 - YA has first meeting Oct 2023
 - YAs will host a bake sale 10/28 2-5pm benefiting Red Cross 80% and MPBT 20%
 - YAs will attend Pointe of Art, donate to food pantry during November and December, and volunteer at Wonder Wood Ranch after Nutcracker. SPCA outreach will be scheduled.
 - Susanne Nowak, a parent of past MPBT dancers, offered to assist with organization.
- **Pointe of Art Fundraiser:** October 26th at Sunset. MPBT get 80% of proceeds for general fund. Please get the word out to the community.
- **Backstage (Tia and Chrissy)**
 - The check-in for volunteers will be different than the check-on for children/dancers.
 - T-shirts for backstage will be black and have 'volunteer' on back.
 - Tia has headsets and can purchase more for around \$60. She said walkie-Talkie system loud.
 - The Security/Nurse station should not be indoors because it might get in the way. Set up tent/station outside. Emergency contact info needed for participants.
- **Grants and Donations (Tia and Jennifer):**
 - Monterey Bay Eye Center will donate to MPBT and interested in setting up an endowment.
 - Hayward Foundation- Erika will contact the foundation directly to inquire about interest in donation.
 - Jen Watts will give a list of organizations to Heather and have board members contact.
- **Program (Jason Neves):**
 - Jason has sent emails to past ad companies. Sales are low (about \$2200 including personal ads). Action- Heather and other board members will reach out to past companies who place ads and look for new opportunities.
 - The formal photoshoot timeframe may be too close to when ads are needed for print. The lead dancers have their photos, yet other dancers may need to use their own photo for this ad.
 - Jason suggested a 'Shout Out' ad with limited words for \$50. This could be printed 'yearbook' style and allow family/friends to congratulate a dancer.
- **Outreach (Ginny Swan and Ryan McGuirk)**

- Ginny is working with SCESD and student count for the morning show. Many are interested, yet limited seating.
- CPY card making continuing with at-home decorating; we have 2/3 of our total cards made (about 300 of 450)
- Hoping to reschedule a Nutcracker children's story time on 11/18 at River House Books with YA readers. River House has been difficult to reach
- Mini performances are scheduled. Nov 8th All Saints, Carmelo and Nov 15th Robert Down. MPUSD is being contacted to coordinate a mini performance.
- **Auction-**
 - Erika will need tables for silent auction Friday, Saturday and Sunday
 - Online auction will open week of Nutcracker and it ends during intermission of Sunday's show.
 - Starting to receive items, yet more needed. Tia will get pointe shoes to Erika.
- **Fundraising (Lori Pfeiffer):**
 - CPK fundraiser is 10//18/23 from 11am to closing.
 - Raffle tickets for vacation home will use a QR code and be online vs paper tickets.
- **Volunteering (Sarah Norbraten):**
 - The POINT app has 115 parents signed in and 17 are not (6 are doing a task, just not signed in)
 - Backstage has enough volunteers, but could use more.
 - Sarah will contact parents not logged in before invoice goes out. Currently working with several parents to find tasks that work with their schedule. Most volunteers are needed backstage or onsite while events are happening.

Artist Director's Report:

- The tickets sales are 80% sold. Last year 65% sold at the point.
- Guest Artists- Heather will order rental car
- Building Supplies: Are these going to be donated or should Tia purchase items?
- Banners have been created and will be set up downtown week of Nutcracker
- Photoshoot- Heidi Borgia will take photos on 12/2/2023
- Raffle Item: Necklace for Auditions and tiara for Sunday's Show. Tia will make tickets for this and have Tiara/Necklace on display during rehearsal for parents to purchase tickets outside of TDC.
- Choreography for leads with partnering is much more than other levels. Some parents of leads have kindly donated to make up for the discrepancy. Need to define lead role contribution.

Unfinished Business:

- KSBW Nutcracker commercial/ad. Tia will look into other pricing packages. We may not need for ticket sales, but it is good to have the ad run for the community to see.
- Board members will greet guests in the foyer. Ginny, Chrissy, Heather, and Camille will work out a schedule. Not planning to do donor night event. Action: Find another way to thank donors.
- Volunteer to shadow the lead coordinator. Currently has KOS and Backstage. Needed: Auction and Volunteer Coordinators.
- September Meeting minutes need to be reviewed and approved.

Next meeting

November 12, 2023 @ 7pm on Zoom

Meeting Adjourned

8:30PM

Secretary's Signature

Sarah Norbraten

Date