



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

**MINUTES OF THE AUGUST 16th MEETING
OF THE BOARD OF DIRECTORS OF
THE MONTEREY PENINSULA BALLET THEATRE CORP.**

The meeting of the Board of Directors was held on August 16, 2023 at 7:00pm Location:
Zoom

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

Board Members Absent: Lori Pfeiffer, Erika Takada and Ryan McGuirk

Call to Order

Heather Palmer called the meeting to order at 7:01p.m.

Treasurer's Report

- Current balance is \$161,230.02
- Action item: File raffle return
- Action item: Follow up on tax return
- Wells Fargo Account- waiting on credit cards for Lori and Tia.

New Business:

- **Youth Ambassador Program** – There are 8 new youth ambassadors (YA) this year.
 - The board will purchase jackets for each dancer.
 - Action item: schedule headshot and receive bio from each dancer.
- **Scholarship Applications** –
 - This is an independent committee with Chrissy Brooks, Tonya Olsen, Erika Takada and Lori Pfeiffer. Chrissy rewrote and formalized the scholarship application.
 - There are 5 applicants
 - Committee will meet August 27th to determine scholarship awards.
- **Pointe of Art Fundraiser:** October 26th at Sunset Center. All board members are needed to set up event starting at 10am and attend.
- **Grant Writing (Jennifer Watts):** Created a Spreadsheet of grants pending and received. Goal is between \$5K-\$10K and received \$3000 so far.
- **Program (Jason Neves)**
 - Action items: Get Jason sample program books. Heather will get from Lori's office and drop off at TDC for Jason.
 - Action: Jason needs to know when the formal photoshoot will be held.
 - Action: Jason will need adobe to create the program ads himself vs hiring someone.
- **Outreach (Ginny Swan and Ryan McGuirk)**
 - Holiday Cards for CPY on Saturday, September 23 (10 am - 12 pm) @ Erika Takada's
 - Ginny will reach out to CPY for final number for cards needed
 - Ginny plans to have small performances at CPY and other schools

- Ginny will contact Salinas school district in September about outreach show, standard protocol is in place, Friday Dec 8th
- Heather says outreach needs to contact out to Tia to decide what schools are chosen, & plan to share her feedback at the next meeting
- **Auction-** Erika recommends 32 Auction. Camille makes a motion to purchase 32 auctions, Jason 2nd. Motion approved. Motion passed.
- **Fundraising-** Lori Pfeiffer: \$4500 has been received to date. Raise Craze packets have been printed and will be handed out at auditions. Also, Working on a rummage sale (suggested YA activity).
- Camille is making a motion to approve start paying out Tia's salary with the rate agreed upon by the previous board. Jason 2nd and board approves. Motion approved.

Artist Director's Report:

- Possible donor, Taylor Farms, for Friday morning Outreach performance to support the students from Salinas Unified to travel from Salinas to Sunset Center. Action: have Lori reach out to Aimee and Drew McDonald regarding this donation.
- Teacher payroll: Sept 15th - Dec 15th
- Audition update: So far 54 have signed up.
- Posters/Flyers and Pinecone ad- All have been completed with QR code
- Guest Artists: Arabian and snow are filled. Another professional male dancer is needed. Look into housing options from San Carlos that Lori discussed in prior meeting.
- Raffle Item: Necklace for Auditions and tiara for Sunday's Show.
- Act 2 set design on hold until auditions.

Unfinished Business:

- Liquor License: Will be handled in September.
- Outgoing Advertising: KSBW \$2500 for commercial and \$4000 for banners downtown Carmel was spent last year. Discuss options.

Next meeting

September 10, 2023 @ 7pm (Tia will be present) at Pasadera

Meeting Adjourned

8:37PM

Secretary's Signature

Sarah Norbraten

Date