



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

**MINUTES OF THE September 4th 2024 MEETING
OF THE BOARD OF DIRECTORS OF
THE MONTEREY PENINSULA BALLET THEATRE CORP.**

The meeting of the Board of Directors was held on Wednesday September 4th at The Dance Center (BTS),

Board Members in Attendance: Jennifer Watts, Ginny Swan, Camille Reith, Kimberly Benson, Alicia Benn, Emma Waroff, Bonnie Bollman, Jason Neves

Interested Party: Tia Brown Rosenblum

Board Members Absent: Ryan McGuirk

Welcome and Call to Order – President Jennifer Watts, Call to order at 6:06 pm

1) Motions to Discuss

a) Approval of July & August meeting minutes

- Question regards to Venmo, although we are moving forward with it down the road
- Motion to approve minutes by Emma, Kim, all approved, motion past, minutes approved.
- Tia to post minutes

b) Approval of ticket pricing (Sunset Center)

1) Motion: Keep ticket pricing at same level as 2023, as follows (before fees):

- Adult Ticket Price: \$49
- Senior Ticket Price: \$44.50
- Child Ticket Price: \$35
- KOS Ticket Price: \$115
- Camille recommends keeping ticket prices the same to support community involvement. Ticket prices set by MPBT then Sunset Center to add service and facility fees at checkout.
- Motion to keep above fees, Motion by Alecia, 2 Camille, Motion Passed.

2) Updates:

a) Artistic Director Update,

- Had auditions, cast list is out, paperwork is coming in, newsletters are going out weekly on Thursdays (have people check spam if they are not seeing them)
- Working on collecting paperwork, working thru a few dancers that are not enrolled in classes (board to follow up on plan for classes for those dancers, Jenn to contact)
 - Intention of the board is to follow up with each dancer to support engagement in a dance class
- Photoshoot update for marketing photos **Friday September 27th**, leads have been contacted and working on building costumes, payment to photographer has been sent. Sunday November 10th parents can pay for private sessions to be discussed later in the meeting
- Pointe of Art Update....canceled for this Sunday and postponed for a few weeks, awaiting news from Rotary about new start date
- Boys & Girls club, canceling program at this time due to difficulty with in class scheduling / CPY Update follow up from Tia next month

b) Treasurer Update

- Invoicing, Participation fees, buyouts

- Profit and Loss: August All board members have contributed!
- August 31 balance \$5900 participation fees,
- expenses: payroll, advertising pine cone 500, costumes based on casting, heidi for photo, overhead costs
- \$48300 total, received 78% to date. Only 23 outstanding invoices, Camille will begin to follow up on invoices with families this week.
- Scholarship recipients \$3250 among 8 dancers
- - Overall financials-open item, is filing sales tax return, \$1265.16 from last year merchandise sales
- Grant we have received sponsorship for 5000 and awaiting 3000 check
- 1 volunteer buyout so far

c) President Update

- Fundraising Update (including T-shirts, Board Donations, etc.)

- 87k outside of participation fees is amount to raise to cover costs
- Merchandising is underway to confirm our order by this friday/saturday 12k
- raffles 1k
- pointe of art, 10K
- Restaurants CPK Tuesday Oct 15th MBPT night, Possibly YA Jen to follow up on entertainment, looking at other options for fundraising, We could ask for a 2nd night, or possible gift card sales
- Monterey Gives....awaiting answer hopefully within the weeks.
 - Sept 20- October 20th we seek challenge donors (minimum of 500\$) who have given in the past (private/corporate) Early November 9th opens to the public and smaller individual donors.

- Considering an environment to build raise craze into the Monterey Give platform by saying possibly tying to Giving Tuesday. Goal is 41K in this fundraising campaign.
- Very generous 10K donation as act 2 sponsor from Leeland, Thank you
- Prepping for Raize Craze in back in case we need to launch it

Merchandising Update

- Our t-shirt sponsor is unable to support t-shirts, which creates a \$2500 deficit we need to absorb. Participation fees, where to absorb
- Need to order shirts by September 9th to have them distributed
- Going to confirm wifi is working throughout the entire lobby at sunset center to prevent connection issues during sales during performances

Volunteer Update

- Jen is still organizing volunteers, requests out to costumes/backstage/kingdom of sweets for rough manpower to start to build Sign up Genius
- Goal is volunteer coordinator

Mandatory Parent Meeting Update

- This Saturday at 1pm at The Dance Center.

3) Other Updates / Discussion Items

- Sept Saturday 21st 1230-2 Community Event - Emma/Alicia
 - on patio, winter theme, photo opportunities, flier to be included in newsletter
- Buddy Program - Emma (see attached)
 - Meet and Greet need a budget roughly 200\$
 - Jen Motions for \$300 to buddy program, seconded ginny, all approved. \$300 approved for Buddy Program
- Approach in place of costumes going home to offer parents a chance to take photos - Ginny
 - Board to brainstorm options for how to get parents options to take photos of their dancers in costumes.
- Cookies in place of flowers - Ginny
 - Still waiting to connect with the cookie maker to see if its an option.
- Free Friday Performance - Ginny
 - Will launch communication with Salinas City to begin building field trip plan
 - And school assemblies are they scheduled, Tia to connect

meeting closed by Jenn at 740pm

Signature: Kimberly Benson, MPBT Secretary

