



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 November 11, 2023 at 6:00pm Location: San Carlos Realty

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

Interested Party:

Board Members Absent: Sarah Norbraten

Welcome and Call to Order – President Heather Palmer

Call to order at 6:07pm

Heather's important updates:

- There has been a large number of volunteers dropping out of their assigned volunteer positions.
- Board members will be asked to help volunteering where needed, and if they are available.
- Chrissy & Heather will be checking in with each board positions frequently for updates
- Everything board related should be communicated by email only, and emails should be sent to the specific person to whom the information is going to, in an effort to streamline communication amongst the board.

Consent Agenda

•Board Meeting Minutes & Approve from October 15, 2023 (Sarah Norbraten) - postponed due to Sarah's absence. The board will approve 10/15 minutes at the next board meeting.

Treasurer's Report (Camille Reith):

\$32,500 Net income

October \$21,000 income

Leland Rosenblum is the Act 2 Sponsor, donating \$10,000

Taylor Farms donated \$5,000

October Expenses \$21,000 include: AD's contract fees, instructor fees, advertising/marketing, photography, rent, travel

Fiscal Year \$91,000 income

-\$1850 out of \$5000 donation goal received from individuals

-\$19,000 corporate donations so far compared to \$2000 last year

-Ad invoices still need to be finalized

-\$7,000 Monterey Gives donations and others still coming in (bar code will be in program)

-\$2400 for opt out fees for 6 families

-\$1600 merchandise sales so far

\$3800 of Nutcracker T-shirts are being sponsored by Metronome. Camille will follow up with Heather to secure financials of donation.

Motion: Increase Tia's salary to be compliant with California tax law

-Camille makes motion to increase Tia's salary from \$30,000 to \$39,092, Jason seconds motion, all in favor, none opposed

\$40,000 net positive is an attainable goal for MPBT this year

Follow ups with Tia:

- have dance coaches gotten paid in the past to work backstage?
- does staff that is also performing donate their time or get paid to perform?
- Videographer
- Security will need a sheet of volunteers for all positions (including backstage), contact information for all participants in case of emergency, and lanyards for security positions and parent volunteers
- Dance interviews
- Pointe classes offered during Thanksgiving Break for the MPBT dancers
- Rehearsal Schedule needs to be more consistent
- Backstage helper for hair and makeup
- KSBW Ad
- Tiara raffle this year
- Dancer flowers

New/Old Business (Heather Palmer and Chrissy Brooks-Knipp):

Flower Sales - No volunteers interested

First Aid Table - No volunteers interested

- Perhaps adding someone with medical expertise to the future budget for perceived liability
- Discussion on the likelihood of injuries backstage, safety backstage and how to protect the organization

Security

- all positions filled
- parents will not be checking in dancers, only checking in volunteers
- first aid station will be located at Security
- need to schedule a meeting to go over duties and expectations with volunteers
- 2 entrances will be active at the sunset center. Decision was made by Tia and the backstage team

YAs

- Bake Sale success! About \$160 went to the Red Cross and roughly \$40 went back to MPBT
- all items were \$1, and although this seems low, it wasn't so much about raising money, but getting the community together
- next meeting will be January 13th at 10am where we will discuss character building, officer elections, and plans for our next event.
- hoping to work with Lori for our Spring Garage Sale after Nutcracker finishes off
- Nov 18 & 19th YAs will be working at the Appreciation Table

Interviews

- Tia has been handing these
- interviews were not able to finish, some dancers never had an interview
- discussion on how to get more views of the videos

Newsletter

- much more concise and easier to read

Buddy Program

Motion: Approve fund for table crafts

-Camille makes motion to approve funds for \$155.37, Heather seconds motion to approve funds, all in favor, none opposed. Camille will reimburse Buddy Program

-Nov 18th & 19th there will be a table for Buddies to make cards for each other

-activities and feedback are really positive

-we could add photos to the buddy program in the future so buddies can recognize each other

- we are thankful for our parent volunteers, especially Emma Waroff

-Tia will be in charge of buddy program handouts. Board members raised concerns about the process on stage being time consuming.

Artistic Director's Report:

1. ticket sales vs advertising

1. only about 140 tickets left for all shows

2. Tia reached out to KSBW about ad packages, but not heard back. Board discusses if ad is needed since tickets are selling. -Heather will reach out to Tia to discuss if we should follow through since we are so close to the show date

3. Radio advertising may be a good option for the future

2. Arts outreach update (All Saints & Carmello performances have already happened)

-MPBT needs to post earlier on social media about these events so more people know

-Events should include students that are not homeschooling in the future

-Including all performers and giving them the opportunity to volunteer in the community

3. costuming update - moving along smoothly

4. J and M move in update- scheduled and ready to go (Tia needs more support in this area for next year)

-Board discusses how we should employ a new PR & Marketing Board Position next year

MPBT Outreach update (Ginny Swan and Ryan McGuirk):

-Ongoing planning with Salinas City Elementary School District (SCESD) for 12/8 am show. Should be close to full house with SCESD 5th graders. Will have a "welcome" card for Tia that morning listing all school names so that she can welcome each school by name

-all of San Carlos Street gets shut down for bus parking

-CPY Holiday Cards: 360 have been decorated, but we need 450 cards completed.

-Heather would like to add "quiet time" table for rehearsals next year

-River House Books - story time will not be happening this year

-we will try to schedule ballerinas to read at the public library in February 2024. Ginny & Ryan will schedule it, and we will find ballerinas to participate

-Jason has roughly 20 high schoolers who will be attending the outreach show. He is still working on transportation for the 20 Monterey High Schoolers.

Monterey Gives

-discussion on a different approach this year, focusing on social media, a light ask to alumnae, and Giving Tuesday

-alumnae performers and families will be contacted

-focus on participation, not monetary amount

-Jen Watts is working on content for social media

-Heather handed out a list of contacts that the board will be calling by November 15th asking for donations or ads

-March 2024 board meeting will focus on securing donations/endowments/sponsorships

Pre-Show Board Welcome

- Board Members will be getting on stage before every show, thanking the community, and a soft ask for donations.

Fundraising Report (Lori Pfeiffer)

- Secured housing for Dec. 3 - 11, 2023 for our two guest artists, and Lori is assisting with housekeeping funds
- Final Push Continuing to solicit donations via mail and email communication, especially via Monterey Gives.
- San Carlos will be sending out an email this week to the community and outside of the community sharing that San Carlos Agency will be supporting MPBT via Monterey Gives
- CPK loved us and invited us again in the Spring
 - All "Thank You" notes have been sent out. Correspondence is caught up!
 - Plans for larger raffle in 2024, including a vacation home stay raffle
 - 2023 will focus on the Tiara raffle
 - discussion on the Tiara raffle, Princess Clara title is confusing since in the past it was Sugar Plum Fairy
 - Discussion of adding a raffle at a different time of year, possibly at the garage sale
 - Brief discussion of adding a gala in the Spring or late Winter

Program (Jason Neves)

- Jason shared 2 mock up programs with ads and passed out to board members present
- Jason says all ads are in, money is still coming in
- Back cover spot is extra cost
- Jason will go to print this week
- KOS donations were listed in last ads, but not this year
- silent auction donors will not be listed in program
- board member page will be edited and sent to Jason this week
- Jason still needs money to print the programs, and he wants to send it to an online site after seeing their programs
- Jason will need \$3500 for program print
- Motion: Approve \$3500 for printing of program
 - Heather makes a motion to cover \$3500 for print of program, Erika seconds motions. All approve. None opposed.
- Jason will communicate with Heather on where the programs will be delivered. He will not be sending them to TDC or The Sunset Center

Volunteers (Sarah Norbraten):

- POINT emails sent to all but were not received. Point cannot be trusted to email.
- Sarah will need to give email addresses of team members to team leads, make them administrators, and then tell them to reach out via email (was done in September)
- Erika suggested that Chief of Volunteers and Secretary need to be separate jobs
- Backstage is requesting more volunteers (about 8-10 especially for age 5-8)
 - Erika suggested changing the messaging sent out in the newsletter
 - Backstage volunteers should be represented in the board
- Erika will reach out to Volunteer Chairs via email and mention to shorten slots to possibly recruit more volunteers
- Discussion on how to include backstage in the board meetings so both entities can work together

Auction (Erika Takada):

- master spreadsheet and outreach sheet have items still coming in
- pointe shoes are due right after Thanksgiving
- big ticket items (sailing charter, vacation house in Annapolis, gift cards)
- we are in a better shape than we were at this time last year

- auction goes live Dec 4th with a QR code (no app needed)
- walk thru is TBD and will need 5 tables & 2 iPads
- need volunteers for Saturday show (stand by tables and answer questions)
- Erika will send a procedural sheet to Heather
- Heather will need to set up walk thru at the sunset center
- Discussion about how next year themes of lobby and KOS should weave together

Final Business:

- Pre-Show Greeting - Heather will communicate with board members on details
- One of the dance leads will need to organize a signed and framed poster to give to Tia
- President buys flowers for each show to present to Tia at end of each show
- It's a Wrap Party this year is run by Nicole Bulich
- MPBT tries to be equitable to all performers

Next Meeting: January date TBD. December there will not be a meeting,

Meeting called at 9:25pm 11/12/23

Secretary's Signature (Chrissy Brooks Knipp wrote minutes for meeting)

Sarah Norbraten

Date