



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

**MINUTES OF THE JULY 11th MEETING
OF THE BOARD OF DIRECTORS OF
THE MONTEREY PENINSULA BALLET THEATRE CORP.**

The meeting of the Board of Directors was held on July 11, 2023 at 7:00pm Location: Zoom

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

Board Members Absent: None

Call to Order

Heather Palmer called the meeting to order at 7:02p.m.

Treasurer's Report

- Current balance is \$160,564.01
- MPBT needs an address not linked to another business (TDC). Changed to key executive home address.
- Hope (dance instructor) cashed an old check from 2021
- ADP -The monthly fees should not charge monthly fee when there is zero activity. Tia will add Camille to the account.
- Wells Fargo Account- new credit cards will be ordered for Lori and Tia.

New Business:

- **Youth Ambassador Program** – A new organization whose mission is to provide a platform for youth in grades 6th-12th to develop confidence, serve the community as volunteers, and help raise awareness and promote excitement for ballet.
- **Pointe of Art Fundraiser:** October 24th at Sunset Center. Goal of \$25K and 20% goes to Sunset Center. Rotary meet with Chrissy and Heather to go over how fund can be used. No longer exclusive to scholarship funds and can be used for other needs.
- **Outreach:** Ginny and Ryan- Partner w/ CPY for summer day camp, community service event on 9/23/23 to make Nutcracker themed items for CYP, working with local libraries to have Ballet/Dance Story Hour
- **Outgoing Advertising:** Pinecone ad with audition dates placed a week prior. Would be nice to have an interview in Pinecone as well. KSBW \$2500 for commercial and \$4000 for banners downtown Carmel was spent last year. Discuss options
- **Auction-** Erika: The silent auction will be hybrid and have an online component along with the Sunday event in the lobby at Sunset Center. Erika would like board members to look at 2 options 1) 32Auction or 2) Auctria.
- **Auditions-** The 2023 Nutcracker auditions will be August 25th and 26th with board members at the sign in table. They will help explain the process especially anything that is new this year.
- **Fundraising-** Lori Pfeiffer is working on tasks:

Lori has sent out 105 letters, Restaurant Fundraisers: Chipotle complete and July 21st will be Crossroads BBQ, A vacation home from San Carlos offered too donation a week for MPBT raffle and Raise Craze is another fundraiser. There is also a possible house for guest artist to day through San Carlos.

Artist Director’s Report:

- Website Updates- Board Bios, Dancer Spotlights. Will be updating outreach paragraph from 2021
- Audition Paperwork Updates, Published, Audition Registrations
- Backstage Coordination
- MPBT YA Google Form Completed, sent, accepting responses
- Costume Planning for upcoming show

New set piece construction planning- 2500.00 budget was approved in Jan 2023 by old board. Do we want to try to get a sponsor for this? Tia has parent volunteers willing to help and will send a list of items to see if someone has materials on hand or knows way to get items (construction/wood).

Unfinished Business:

- **Scholarship Question-** Will CPY students be eligible? There is a process to qualify for scholarship and MPBT uses a third-party company to verify eligibility. Point-of-Art donation is only be used for scholarships.
- **Liquor License-** Ryan will get ABC license with board members’ names added. This will allow any member to pour wine at future events.
- **Grant Writer: Jennifer Watts-** Pebble Beach grant was not approved (one was written by previous board prior to Jennifer taking over this position). She will look into this.
- New volunteer apps are being looked at and POINT is the one that allows for a QR code and check-in station
- Request to have backstage security/check-in volunteers
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Next meeting

Wednesday August 16 2023 7pm

Meeting Adjourned

9:43PM

Secretary’s Signature

Sarah Norbraten

Date