



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

**MINUTES OF THE September 10th MEETING
OF THE BOARD OF DIRECTORS OF
THE MONTEREY PENINSULA BALLET THEATRE CORP.**

The meeting of the Board of Directors was held on September 10, 2023 at 7:00pm Location: Zoom

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

Interested Party: Tia Brown Rosenblum, Jen Watts and Marianne Zabbo

Board Members Absent: Erika Takada

Call to Order

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

Treasurer's Report

- Current balance is \$156,852.98
- Action item: File raffle return
- Action item: tax return status- who will sign?
- Wells Fargo Account- waiting on credit cards for Lori and Tia.
- Participation fees collected so far \$48K and \$16K still pending.

New Business:

- **Youth Ambassador Program –**
 - Jackets for YA need to be purchased for \$1200 and these will be turned back when YA term ends. Chrissy made motion to approve jackets for YA and Sarah seconded. Motion approved.
 - Bios and photos will be posted of each YA online.
 - After Nutcracker the YA's will put together a rummage sale
 - Susanne Nowak, a parent of past MPBT dancers, offered to assist with organization.
- **Scholarship Committee:**
 - There are 5 applicants were awarded 100% of participation fees and 2 denied because they requested after the deadline.
 - Scholarship recipient(s) needs pointe shoes. Metronome will sell at cost. Heather made motion to set aside \$750 for purchase (1 pair per month then 2 pairs in December). Camille seconded and motion approved.
 - The Scholarship process will be discussed in more detail during March meeting. Topics to include emergency funds, how long can MPBT hold on to allocated money from Rotary fund raiser and restructuring committee.
- **Pointe of Art Fundraiser:** October 26th at Sunset Center. MPBT get 80% of proceeds and these are not tied to scholarships (they have been approved to use for general funds this year for the first time).
- **Grant Writing (Jennifer Watts):**
 - Jen has been working on grants MPBT has previously had along with finding unrestrictive funds.
 - Monterey Gives is another grant that does matching (10-15%) during Nov 9th -Dec 31st. Jen will coordinate with Lori to make sure this event does not compete with Lori's fundraiser.
 - Jen will also look at needs MPBT has and find grants for specific needs (examples include teachers, adding orchestra and new capital expenses).
- **Merchandise (Marianne Zabbo):**
 - Add product to square app. Marianne cannot be added in SQ app (only one person/number). Tia will get iPads for Merch table. Action: Tia will get sign to detail MPBT will benefit from sales.
 - About 2/3 of stock has arrived and Marianne has priced items. Tia has tissue and bags

- T-shirts will be ordered (Heather discussed with Marianne).
- **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
 - CPY will need 460 holiday cards
 - Ginny plans to have small performances at CPY and other schools
 - Working with River House Books to have Clara (Paige) read to children during story time.
 - Ginny will contact Salinas school district in September about outreach show, standard protocol in place, Friday Dec 8th
- **Auction-** Erika has donor letter for Heather to sign.
- **Fundraising (Lori Pfeiffer):**
 - Raise Craze has started and will get the word out so more dancers sign-up.
 - Food Drive barrels at TDC
 - CPK fundraiser sometime on Oct. Lori is working on date with restaurant.
 - Raffle tickets for vacation home will use a QR code (\$25 each or 6 for \$100) and raffle for tiara (\$5 each or 5 for \$20). Heather made a motion and Jason seconded. Motion approved.
 - MPBT to thank San Carlos and home owner for allowing guest dancers to stay Oct 4th-9th.
- **Volunteering (Sarah Norbraten):**
 - The POINT app has 91 parents signed in and 39 are not.
 - Backstage needs more volunteers (20 out of 50 spots filled).
 - Does Jason want volunteers to procure ad sales? Not at this time.

Artist Director's Report:

- Costume fittings have started.
- Flowers- discussed finding parent volunteer to spearhead this and hopefully make profit from flowers this year unlike last year (Sunset and vendor did not include MPBT on flower sales).
- Over 120 dancers in this year's Nutcracker.
- Ticket pricing: Ryan made motion to raise prices 15% and Sarah seconded motion. Approved.
- Raffle Item: Necklace for Auditions and tiara for Sunday's Show.

Unfinished Business:

- Chrissy made motion to approve meeting minutes and Camille seconded. August minutes approved.
- Pointe of Art will have wine served by Rotary at Sunset Centre.

Next meeting

October 15, 2023 @ 7pm

Meeting Adjourned

10:07pm

Secretary's Signature

Sarah Norbraten

Date