



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

**MINUTES OF the October 2, 2024 MEETING
OF THE BOARD OF DIRECTORS OF
THE MONTEREY PENINSULA BALLET THEATRE CORP.**

The meeting of the Board of Directors was held on October 2 2024 at By the Sea TDC location and some were also in attendance via zoom.

Board Members in Attendance: Jennifer Watts (zoom), Ginny Swan (zoom), Camille Reith, Kimberly Benson, Ryan McGuirk, Alicia Benn (zoom), Bonnie Bollman (zoom), Jason Neves and Emma Waroff

Interested Party: Tia Brown Rosenblum (zoom)

1. Welcome & Call to Order called to order 6:04
2. Thank you's!!!!
 - a. Community Kick-Off HUGE SUCCESS!!!!
 - b. Collection of Participation Paperwork, Camille Great job, much more efficient this year than last year. We lost 3-4 dancers from lack of clarity in our expectations, so we will clarify for next year.
 - c. Collection of Participation Fees, also more efficient and almost complete
 - d. Thank you for attending the parent meetings! We had a good turn out, 13 parents who never connected out of 80 that is great! Allowed us to set up volunteers much earlier and communicate opportunities.
3. Consent Agenda (Motions for Approval)
 - a. Meeting Minutes from Wednesday, Sept 4 2024 Board Meeting (attached) Move, Jason, Second, Ryan Unanimously approved
 - b. Motion: approve the following expenses as incremental to the 2024 Budget:
 - i. Janitorial Expenses (for cleaning of TDC after MPBT rehearsal) (\$140/cleaning x 14 weeks = \$1960) Add a cleaning on Mondays to recover from Weekend activity with nutcracker rehearsals, Pay TDC \$1960 to pay for Monday cleaning. MOTION: First, Kim, Second, Ginny, unanimously approved.

- ii. Incremental Guest Artist expense - \$1500
 - 1. Please note - Tia will explain this item; Camille investigating whether this can be absorbed into the current expense line. First weekend of guest artists went well, One needs a few extra hours to review partnering. Appears it can be absorbed in current line items, strike motion to increase budget
- iii. Incremental expense to Community Party = \$40
 - 1. Board approved \$300, but costs ran slightly over (light snacks) All of these events fall under, Buddy Program. The original \$250 for the year in March 2024, voted on \$300 and now have paid \$366, so need to revisit the overall budget for this program. Strike This item from the agenda

4. Updates

a. Artistic Director

- i. Rehearsal Progress: new Parent at Party has been added
- ii. Guest artists rehearsals: All are going great! Working on return of one for continued partnering work
- iii. Costume Fittings, 90% done! Last one Thursday. First two weekends will always be costume fittings, it has worked well to be set up early.
- iv. Photoshoot Pictures were great back -mid October, she has been paid.
- v. Ticket Sales, Friday sales go live! Buy Ticket live link will go on website and newsletter
- vi. Backstage Photographer? Videographer? Working on if anyone established would be interested in supporting private photos, looking for a photographer during dress rehearsals in the lobby to be posted in the newsletter. Professional photographer returning to take photos of performance
- vii. Vacation: Have fun in Italy!!!! Please do not work too much, we appreciate you will be available.

b. Treasurer

- i. Balance Sheet: \$ 209,293.30 Current,
- ii. P&L Participation fees \$46,350, Budget was \$45K, income grants: city counsel of carmel \$3000, pebble beach \$2000, board donations, convenience fees, two volunteer opt outs so far: expenses (instructors on payroll, scholarships \$3250, guest artist \$1400 just under, costumes, accounting services (we had a change in service because of exceeding \$200,000 which was gross sales from Sunset Center, merchandise purchase \$3943.35 (\$1000 left), Rent/Storage fees, travel stage managers flight)
- iii. Budget to Actuals Research how to adjust budget throughout year with incremental line items Bank charges and fees (over budget 1000-1046.25), costumes (3000-3500), accounting services (at least another 100 a month)
- iv. Risks to Budget, none at this time, adjusting budget in real time?
- v. Updates on Filings, picked up taxes and mailing in this week

- vi. Motion to approve financials as presented, MOTION: first, Jason, second, Ryan, unanimously approved
- c. President
 - i. Mandatory Parent Meetings Outcome, success: helped set expectations early, organize volunteers
 - ii. YA Program Currently at 6 YA with applications coming soon! Can accept 6YA.
 - iii. Volunteer Workstream Updates (Merchandise, Auction, Backstage, SignUp Genius) Working on creating program to track volunteers that is streamlined so we know how many hours are being spent,
 - 1. 5 greenroom spots, 2 check in /check out spots to fill, will begin to follow up with parents who have not volunteered,
 - 2. merchandise is purchased (900\$ buffer) 26/27 Oct and one date in Nov to sell at auditions,
 - 3. auction kicked off this week with 3 leads and team of 5 people getting going,
 - 4. SignUp Genius is up and out and we are checking it.
 - iv. Fundraising (including Monterey Gives) SEE SLIDE need to offset 10,000 dollars with loss of Pointe of Art, Did get accepted to Monterey Gives, still waiting on percentage of matching, September 30-Nov 13 has to be at least 500\$ challenge gift phase, Nov 14- opens to donations of \$5 and up! Raise Craze environment around the Monterey Gives campaign...in house.
 - v. Update on Documentation: Goal establish a central location for our corporate documentation
- 5. Other items for discussion
 - a. Advertising (including banners downtown Carmel) - Jen & Tia Cost vs other advertising opportunities, recommend not doing it this year. Board Agrees
 - b. Approach to Dancer Photos (in place of costumes going home) - Ginny & Tia Goals is going to be photos taken in lobby in front of tree during dress rehearsal nights, need to add 4 volunteers to walk kids from stage to lobby to take photos
 - c. Program Advertisements - Jason & Camille Advertisements went out yesterday, we have sold 2, yippee! Advertisements are going out in the newsletter with a discount link for the first week
 - d. Liquor License - Ryan working on the liquor license, goal is to be completed by the end of October. License for both Fri and Sun in case we need it
 - e. Free Arts Outreach Performance (Friday morning show) - Ginny Salinas is committed, working on busing, confirming numbers from schools and classes. 5-6 volunteers to help with bus greeting, please keep thank you's from the schools for testimonials for grant writing
 - f. Pasadera Proposal - Camille & Jen Update to discuss next meeting in November
 - g. Buddy Program-is going great! First party was a success, boo bags in October
- 6. AOB Ginny connected regarding Cookies: she will send an email to the board and vote on it next meeting, discussing single stem roses as an option as well.

Meeting ended at 7:48

Kimberly Benson, Secretary

