Children’s Ballet Theatre

Executive Board Meeting Minutes

March 14, 2021 4:00 PM via Zoom

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| **Attendees: Quorum:** Yes |
| Hillary Henderson (HH) | **Community Members:**  |
| Kelly Joldersma (KJ) | Kate Powers (KP) |
| Mindy Morgan (MM) |  |
| Sue Powers (SP) | **Others:**  |
| Matt Rosendale (MR) | Jesse Powers, artistic director (JP) |
| David Weissling (DW) |  |
| Amy Zaagman (AZ) | **Absent:** |
|  | Rich Patterson (RP) |
|  | Caryn Rhodes (CR) |
|  | Cecilia Stajos (CS) |
|  | Lisa Whiting Dobson (LWD) |

AZ called meeting to order at 4:00.

Board discussed removing personal details of member requests form meeting February 14, 2021 meeting minutes. MM motioned to approve minutes following modification. SP seconded.

Board discussed need for minutes to be posted on CBT website. AZ and MR will work on this. Weill go back one year.

Production Update:

Everything is going well. Capacity limits in place for CPAC mean 300 people allowed in the building. This allows us to sell about 235 tickets/show.

Drops have been ordered.

AZ proposes not having rehearsal on April 11 (the last day of Spring Break). Board approves.

There have been some scheduling concerns. Especially with the level two apprentices. Some days they have needed to be at the studio for very short periods, sometimes less time than it would take to travel to and from the studio. There is also some concern about dancers not have enough breaks when they are there for a long time. AZ, MM and HH will monitor.

Attendance Enforcement: In the fall it was decided that attendance would not be enforced because we wanted to make sure people stayed home if they didn’t feel well. We are still in the pandemic and so should continue this way. While not enforcing the attendance policy, dancers should be encouraged to attend. We do have a Zoom option for dancers who need to stay home for any reason. MM states that on the whole, attendance is actually better this year than in the past. Level ones have especially good attendance. There is a need to streamline the process for reporting absences. Some people are not notifying MM so she doesn’t know about an absence until sees attendance sheets. MM sends email to JP and Kristi Weissling (wardrobe) on Tuesdays with an update on Thursdays regarding absences for the upcoming weekend.

Committee Updates:

-AZ asked P. Rybinski to do pictures and will as A. Bugayong. Costume photos will likely

be April 17 or 24.

-Concessions: Will check with Hollie at CPAC regarding food and flowers at show.

Maybe we could do flowers outside. Board feels flowers more important than food. One

suggestion was to offer flower sales when tickets are purchased online. If we stick to

pre-sale only flowers we don’t end up with extra inventory.

-Will ask M. Jarvi to do apparel.

-There will be a need for people to do extra chaperone hours. Suggestion to have some

people who have had less committee hours due to restrictions to take some of those

hours.

Company photos and Dancer Ads: Dancer Ads were a good source of revenue for Nutcracker. We need to establish a due date for Snow White dancer ads and let people know that their ad must be paid in advance in order to appear in the program. Discussion over if we should do company photos (not the whole group, but in levels as we did in the fall). The fall photos did not turn out well due to masks. We will do new headshots. HH will schedule with David Grist. Dancers may choose any black leo.

Treasurer's Report:

EIDL funds have been moved to Mercantile Bank. Tuition is coming in, still some outstanding. Some spring show costs have started coming in. Props and Wardrobe were given prepaid cards for their budgeted amounts ($500 each). One added expense for spring show versus 2020 Nutcracker is stage manager. We did not utilize a stage manager for Nutcracker. MM and board worked through show budget. It will cost roughly $12,000 to produce the show.

While we have enough funds to cover spring, operating costs are exceeding income. We need to continue to work to get the company on more solvent ground.

Board discussed ticket prices. AZ suggested creation of a record/chart to keep track of ticket prices over the years. MM suggested ticket prices of $25 adult, $15 student/senior, $25 streaming. KP moves to adopt this pricing, SP seconds. Board votes 8-0 to approve ticket prices of $25 adult, $15 student/senior, $25 streaming for Spring show 2021 (Snow White). Online ticket ordering will also have an option for donations. Board discussed also including options of program purchase (for those who stream) and flower preorders when ordering tickets.

Fundraising:

Spring fundraiser will be Vertical Raise. Mike Byrne is working on this. Each family will be asked to provide 20 email addresses and each dancer will have a goal of $250. 20% of the money goes to Vertical Raise, we keep 80%. No penalty for those who don’t reach goal.

Board questions and concerns:

-Can we capture the emails? Probably can by having emails sent to AZ or Mike.

-Is this too close to ticket sales? Hopefully we can do it quickly and also emphasize that this year we need extra help due to the pandemic. Will aim for better timing in the future.

Artistic Director’s Report:

Jess approves of being off 4/11/2021 as board discussed earlier in meeting and agrees this is the smart thing to do covid-wise. Girls have been working hard and show is in a good place. Ran show today during rehearsal. Show length will be 1:45 or less. Matt is checking to see if intermission will be allowed. Jesse also confirms that currently absences are not a concern.

Jesse requesting rental of CBT costumes for DanceWorks recital. 90% of costumes would be worn by CBT dancers. Would not interfere with spring show and CBT wardrobe not expected to do alterations. Items used would be similar to what is used during Summer Company. Danceworks would be responsible for dry cleaning.

Old Business:

Policy Revisions-KJ, SP and AZ are in the process of working on this and will bring questions to the board at a future meeting. Most of the work so far has been streamlining.

Insurance Claim-DW and AZ ordered replacement items 3/13/2021. DW will send receipts to AZ who will forward to insurance.

New Business:

Summer Company-Who would lead? MR volunteered to organize. Need to find out interest. AZ will send email regarding interest to company after Spring Break.

CS spoke about a possible opportunity tp partner with the Michigan Learning Channel to share the show.

6:12 PM MR motions to adjourn meeting. MM seconds.