

Board Meeting Notes

Tuesday, September 26, 7:00 pm, DCM Offices

Board Business:

- Roll call: Heather, Gigi, Robin, Jen, Jono, Evelyn, Kait, Shana, Sarah
- Next meeting: Tuesday, October 24, 7pm at DCM
- Jono made the motion to approve prior meeting minutes and Jen seconded; unanimously approved

Executive Session

- Staff Contracts: Shana questioned some language in contracts and asked for clarification. Contracts will be reviewed/finalized and circulated via email to the board for approval.
- Broom's Bloom: Confirmed. Gigi will ask about starting in mid Nov. this year. Shana suggested incorporating the fundraiser into Festival of Trees / or tickets to Nutcracker and/or Alice

Artistic Director's Report

- Bay Event: Shana met with Horn Point Lab and they are interested in partnering with us. They spoke about performance areas and having student choreographers. Shana will do a site visit this Fall if we decide to move ahead. Sultana Education is also very enthusiastic about doing an event. They have programs in place for our kids – they recommend a hands-on activity with dancers followed by an evening performance. Availability on May 18th for an event (11-4 at facility with performance at 6pm). Possibly use a local theater for performance. Hands on program would cost a fee (we can fundraise for or donate performance proceeds). Gigi also suggested looking into Living Classrooms to partner with.
- Nutcracker Update: Ensemble rehearsals are going well and dancers are excited for Outreach performances. Shana wants to begin rehearsals earlier next year. Scheduled a parent coordinator meeting to go over outreach logistics. Children's Cast auditions went well with 53 dancers auditioning. There were much less 6/7-year-olds in attendance this year. Discussed making dues less for younger students. Kait suggested moving auditions after Fall session begins at DCM. County gave us 5k for Armory Nutcracker performance.
- Alice in Wonderland audition marketing: Auditions scheduled Nov. 12th - we need to plug auditions heavily. Shana to give info to auditioners about what each role is about so we can advertise. Possibly change how we collect availability for rehearsals. Spoke about reaching out to studios in Kingsville/White Marsh area to audition (ask about being on their mailing list too). Also ask Harford Day and Trellis about advertising Alice auditions since we do Nutcracker outreach there. Approx. 50 children's cast spots available. Photoshoot/fundraising to focus on mad hatter & tea party for marketing. Will schedule a tea party and performance at DCM. Possibly advertise at tea by Two with dancer in tutu giving out fliers.

Executive Director's Report

- MSAC Grant: Hans to research and reach out to legislators.
- Season sponsors/fundraising: 8 programs ads already. Kait to send out the list of sponsors.
- Marzipan fundraising update: \$1k raised – we should add a QR code to program for continued support and include Alice performance info.
- Reminder for Dues for Board members – Paid last FY: Bekker, Devanney, Ballinger, Palinkas
- Parents Meeting: There was a conversation about having more transparency with the board. They want to know what their dues are being used towards – they were upset about dues increasing this year. We discussed making the budget somewhat public to educate them (dues total basically covers Shana and rehearsal hours; grants/fundraising covers everything else). Kait to put together a budget to send out. Discussed pitching fundraising initiatives to the public and families rather than BC parents. Shana suggested an alumni newsletter for the FB group so it can be more a hub for info. and connection and not just asking for money.

Meeting was adjourned at 8:10pm.