

# Ballet Wolcott, Inc.

Meeting Minutes - 3/4/2019

## **Present**

**Board Members:** Tim Yarrow, Heidi-Lauren Duke, Elliot Waring

**Administration:** Helene Nielsen

**Artistic/Admin Director:** Brandy Ofciarcik-Perez

**Public:** None

---

Call to order 6:17PM

1. Welcome/Public Comments
  - a. None
2. Adjustments to the Agenda
  - a. None
3. Approval of previous Minutes
  - a. Tabled
4. Explore what has been entered in Quickbooks
  - a. Brandy got everything entered YTD but still need to ensure all the details are correct for the year
  - b. Identifying times of the year when things are tight
5. Check the updated Org Chart
  - a. Everyone agrees with the structure
  - b. Worked on clarifying who reports on each department
6. Ideas on how to lighten Brandy's workload
  - a. Online ticket sales - Elliot to make a new email address for ticket report receipt
  - b. Registration help, but that is slow right now because we are waiting for summer class/workshop info to go out
  - c. Heidi-Lauren will post info about classes on social media
  - d. Quickbooks help has been great
  - e. Get Square so we can process CC onsite - discuss next meeting
  - f. Website development - discuss in detail next meeting

7. Discuss proposed budget changes for fiscal year and spring performance
  - a. Got the rent lowered at Dibden
  - b. Charlene will recycle many costumes, will reuse costumes for class performances, students can buy their own costume for choreography dances
  - c. Advertising and programs - we can save some with a simpler program
  - d. Set a capped budget for the show
  
8. Define fundraising target for the year
  - a. Tim wants to do a crowdfunding campaign and will spearhead the effort
    - i. Proposed to focus on the costume
    - ii. GoFundMe
    - iii. Tim will report back via email within the week
  - b. Helene wants the organization to raise \$10,000 from sponsorship and donations by July 1st

Meeting adjourned at 7:40  
Next meeting is set for 4/8