

PITTSBURGH BALLET THEATRE

Pittsburgh Ballet Theatre
Meeting of the Board of Trustees
Tuesday, February 11, 2020
4:00 - 5:00 p.m.
PBT Studios

Meeting Minutes

Board of Trustees in Attendance: Philip Barr, Camera Bartolotta, Geoffrey Bond, Susan Cruz, Debra Dermody, Dawn Fleischner, Dona Hotopp, Dena LaMar, Michael LaRocco, Doug Kreps, Mary McKinney Flaherty, LeRoy Metz, Kathleen Miclot, Melonie Nance, Terrence S. Orr, Rennick Remley (representing Camera Bartolotta), Stephanie Sciallo, Shelley Taylor, Ayana Teter, David Tuthill

Board of Trustees Not in Attendance: Edwin Beachler, Rich Beaty, Steffie Bozic, Beth Brown, Kara Brown, Carolyn Byham, Connie Cesario, Jay Costa, Barbara Cottrell, Jim Crockard, Mary Finger, Freddie Fu, Celia Gerard, David Hall, Peggy McKnight, Natalie Mihalek, Sandra Nicholas, Richard Rauh, Guy Reschenthaler, Lisa Saperstein, Vincent Silvaggio, Becky Torbin, Hilary Tyson, Joseph Vincent, Winthrop Watson, Vonda Wright

Pittsburgh Ballet Theatre Staff in Attendance: Harris Ferris, Marjorie Grundvig, Dennis Marshall, Katie Potts, Aaron Rinsema, Jay Romano, Christy Rowing, Erin Starzynski, Tanaz Walendziewicz

Call to Order, Welcome, Approval of December 10, 2019 Minutes, Chair's Remarks:

Dawn Fleischner called the meeting to order at 4:03 p.m.

Approval of December 10, 2019 Board of Trustees Meeting Minutes:

Susan Cruz made the motion, second by Debra Dermody to approve the December 10, 2019 Board of Trustees meeting minutes. Passed.

School Spotlight -

Margie Grundvig and Dennis Marshall spotlighted PBT School.

Three students in PBT's upcoming production of *Beauty and The Beast* introduced themselves to the Trustees. Lilian Miller is a graduate student at PBT. She previously performed in *Giselle*, which is her favorite ballet, as a wylie and a peasant. Jacqueline Sugiano is a level eight high school student at PBT. She currently lives in Byham House and is grateful PBT offers housing. Jafet Reinosco is a graduate student at PBT as well. He has been a student at PBT for the past two years and has danced in productions with the Company. He was born in the Dominican Republic. The students left for rehearsal and Margie Grundvig and Dennis Marshall made an

appeal to the Board on behalf of Jafet. Jafet recently became homeless and is in need of financial assistance to continue his training at PBT and pursuing his dreams of becoming a professional dancer. Margie Grundvig and Dennis Marshall provided background information on Jafet and his life story, which has been a difficult one. The Board also received a letter explaining Jafet's circumstance, as well as a pledge card.

January 31, 2020 Financials and Cashflow -

Doug Kreps gave the January 31, 2020 Financial and Cashflow Report.

Doug Kreps stated cash is tight this month from payroll. Page 11 (Statement of Activities) shows that PBT's season subscriptions are down by \$51K; a number that will not really change much between now and year-end. However, PBT did really well on this year's Pointe in Time Gala. Rentals are slightly down but might come up, as there is a potential rental that may come in before the end of the fiscal year. Healthcare did not increase as much as PBT thought it would, which is a big financial gain for PBT. Mr. Kreps also stated PBT's salaries and benefits are in good shape. The artistic director search is about \$70K that has been added to the budget. In regards to The Festival Gala on April 4, 2020, \$320K negative variance is shown under operating expenses/fundraising, which is essentially the difference between what PBT needs to bring in and what PBT hopes to bring in for the event at Stage AE. Any extra money that comes out of that event will go towards the live music fund. Everything else is pretty much in line with where PBT projected things to be at this point. Turning to the Statement of Cashflow on page 12, Mr. Kreps stated PBT is currently in a good place. While there is still some fundraising work to be done, the financials are in good shape. *Balanchine and Tchaikovsky* is also tracking to hit its goal.

Regarding a question about PBT's relationship with The Cultural Trust, Dawn Fleischner stated PBT receives special discounted rates and in-kind donations that help lower PBT's costs. The Trust has reviewed their budget and requested a 3% increase for resident companies, which the resident companies have negated. PBT, along with the resident companies, are looking to simplify and reduce how PBT is charged for our presence in the Benedum. PBT is looking to freeze costs but the organization is not sure if The Trust can handle or eliminate certain costs so if there is at least a 2% increase imposed on resident companies in the next five years it evens out. Hopefully a decision will be resolved by Summer.

Strategic Planning Update -

Mary McKinney Flaherty gave a brief Strategic Planning.

Mary Mckinney Flaherty highlighted the external 2019-22 Strategic Plan, which an outside consultant designed for PBT. The document provides more vision to funders by removing the initiative column. The document will be extremely helpful when talking to outside funders. A document of this kind is new for PBT/PBT's strategic plan this year. Winthrop Watson, co-chair of the committee alongside Mary McKinney Flaherty, is working with Susan Cruz to put

together a framework for Board decision-making policies and procedures, which relates to the protect strategic goal.

Development Report -

Christy Rowing provided a Development Report.

Christy Rowing provided the Board with updates on the 50th Anniversary events. In terms of giving, \$179K in subscription add-on asks went out today. The asks focus on new donors at entry-level or higher price points. Corporate giving numbers are slightly negative but it is not as dire as it seems. Erin Starzynski, PBT's Corporate and Government Relations Manager, has been working really hard on asks. The Festival Gala has helped engage new corporate contacts that PBT can hopefully retain and carry over through the next year. Foundations are tracking really well. PBT is currently putting together a \$300K proposal for Eden Hall Foundation. Eden Hall's Board should have a decision in March. Colcom gave PBT \$100K for the building, and DCED funds will be deposited this week. PBT will work hard with Visit Pittsburgh and Allegheny Conference to turn around the metrics for DCED (marketing to attract tourism). Christy highlighted a few dates:

- Hosting Strip District Neighbors at PBT - February 20, 2020
- Young Professional Studio Rehearsal - March 10, 2020
- BNY Mellon VIP Studio Rehearsal - March 11, 2020
- Legislative Reception at PBT - March 12, 2020

The development department sent out sponsorship asks for PBT's Festival Gala on April 4, 2020. PBT is about 51% of the goal for sponsorships. Christy Rowing stated she is happy to talk through options for corporate seating. Invitations were also on hand at the meeting and Trustees will receive them in the mail.

AD Search Update -

Mary McKinney Flaherty and Dawn Fleischner provided an update on PBT's search for an artistic director.

Dawn Fleischner and Mary McKinney Flaherty thanked the members of the working group during this process with a special thanks to Debra Dermody who provided space at Reed Smith for the video conference interviews in January. The working group, alongside Harris Ferris, interviewed eight candidates in January and have decided to advance four candidates for in-person site visits. The working group is extremely excited about the group of candidates. The candidates will be at PBT on the following dates:

- February 18 and 19
- March 2 and 3
- March 11 and 12
- March 13 and 14

24 hours in advance of the site visits, the name and bios of each candidate will be announced. There will be receptions for Trustees during each site visit that you are welcome to join. Dawn

and Mary stated they would love for Trustees to be involved and are extremely excited about this group. In regards to the structure of the site visits, each candidate will have the opportunity to teach two company classes. Each candidate will also have the opportunity to give a presentation to PBT leadership and Trustees. Each candidate will receive the same prompt. Trustees will then be invited to stay for lunch with an extended candidate Q&A. Confidential portals will be provided to the Board, staff and company members to collect feedback. If Trustees are only able to come to one reception or presentation please attend. There is a solid group of Trustees who will be able to attend each one. Candidates are very impressed with PBT's position, due to the tremendous work of the organization over the past decade.

Artistic Director Report -

Terrence S. Orr gave the Artistic Director Report.

Patricia Wilde is receiving an honor on February 22 at the Byham Theater where they are performing *Tabula Rosa* by Malpaso Dance Company. Patricia Wilde was responsible for bringing this ballet to Pittsburgh. The PSO made their 2020-21 season announcement, which includes PBT's performance of *Rite of Spring* with the PSo on October 16, 17, 18 at Heinz Hall. Over the last six weeks, PBT has put together *Maelstrom*, *SKIN + saltwater*, *Duende*, *A Quiet Dance* and *Beauty and The Beast*. The Company has been very busy! Mr. Orr announced Amanda Cochrane has an injury and will not be dancing this weekend in *Beauty and The Beast*.

Executive Director Report -

Harris Ferris gave the Executive Director Report.

Harris Ferris stated PBT's Festival Gala has been promoted in two waves - corporate packages with letters from Greta and Art Rooney II and individual invitations. PBT already raised \$200K. There are 288 seats to be sold at the location and PBT already sold about 1/3 of those. The exciting thing about this event is it features all facets of the organization - orchestra, school and company, while also being a tribute to Terrence S. Or. Within the last month, PBT replaced the roof. The skylights still need to be replaced on the second floor. PBT did receive \$1MM in RACP funds but may not receive the money for twelve months. The building project is moving along; the building was donated to PBT back in November. The long-term lease for Denny Square is in process. PBT's Multimodal grant may be deferred until next year. The warehouse situation has been resolved; PBT has a lease extension with its current location. PBT will return to The Joyce Theater in New York City for the first time in fifteen years this April. PBT already sold about \$15K in ticket sales or over 300 seats. There is an opening night event, which includes dinner and an after party. Tickets for the opening night event are either \$500 or \$1000. PBT received \$135K in underwriting for The Joyce.

Other Business and Open Discussion -

Dawn Fleischner announced PBT will hold diversity training for the entire organization, including Trustees, on March 3 and 4. Sign-ups are available through Katie Potts. This

is a wonderful opportunity for all of us to begin this work together. The organization will get on the same page in regards to definitions and understanding what it means to be a diverse and inclusive organization.

Adjournment -

Mary McKinney Flaherty made the motion, second by Kathleen Miclot to adjourn the February 11, 2020 Board of Trustees meeting.

There being no further business, the meeting adjourned at 5:00 p.m.

Submitted, Harris Ferris

Approved,