

**MINUTES OF THE MEETING  
OF THE BOARD OF DIRECTORS  
OF THE  
MORONGO BASIN CULTURAL ARTS COUNCIL  
MBCAC**

A regular meeting of the Board of Directors of the above Corporation was held on **April 8, 2015** at the residence of the Corporation's Secretary. The meeting was called to order by President Klopfenstein at 5:05 PM.

**Board Members Present:** Paul Klopfenstein (President/Chair), Valerie Davis (Vice President), Patricia Knight (Membership Director), Lenne Rosen-Kabe (Secretary), Marcia Geiger (Treasurer), Alita VanVliet (Gallery 62 Director), Paul Morehead (Marketing Director, Scott Doten (Communications Director).

**Not present:** Anne Beattie (Director of Member Events)

**Others present:** Kathi Klopfenstein (Art Tours Registrar), Arthur Comings (Webmaster), Ed Kiesling (Art Tours committee member).

**QUORUM** was established.

**DIRECTORS' REPORTS:**

**PRESIDENT'S REPORT:**

The President proposed, and the Board unanimously adopted that the Art Tours' Director should be a Board position rather than a committee position. Upon further discussion, the Board voted to make the Gallery 62 Director's position a committee Chair rather than a Board position. Motions were made and seconded by the Treasurer and the Vice President and there was no dissent. As a result, Alita Van Vliet is now the MBCAC's Art Tours director, and Jennifer Henning heads the Gallery 62 committee.

The President informed those present that a participant in the 2014 Art Tours, #7 in the catalog, Bobette Milici, has passed away. The Secretary

will send a condolence card to the surviving spouse on behalf of the Board. **ACTION ITEM**

**VICE PRESIDENT'S REPORT:**

Vice President Davis reported that she has been looking into setting up internet service in her home, and has contacted Treasurer Geiger for help with installing a computer in order to start monitoring the [info@mbcac.org](mailto:info@mbcac.org) e-mail account. **ACTION ITEM**

**SECRETARY'S REPORT:**

The Minutes of the March 11, 2015 Board of Directors' meeting had been previously e-mailed by the Secretary to all Board members. Suggestions and corrections were incorporated into the "Final" version. **Motion** by Director VanVliet to approve the Minutes of the March 11, 2015 Board Meeting, as amended. Seconded and carried without dissent.

**TREASURER'S REPORT:**

Treasurer Geiger reported that the Corporation remains solvent. A "Monthly Treasurer's Report for Month ending March 31, 2015" was distributed and is incorporated herein by reference. The report details total income and expenses and shows a reconciled bank balance of \$13,909.07.

A back-up flash drive for the Corporation's laptop computer has been secured. It was suggested that an automatic renewal be set up for the Tracfone, **ACTION ITEM.**

Treasurer Geiger reported that she filed for the "Impact Grant" discussed during the March Board meeting and is expecting to find out in late May or early June whether the California Arts Council will award funds towards the yearly Open Studio Art Tours sponsored by the MBCAC. The Board expressed appreciation for her efforts.

The Corporation's business cards are ready to go to the printer, with minor adjustments re: email noted on the Gallery 62 side of the card. The Treasurer will engage the local office supply store Oasis with the task. **ACTION ITEM**

**MEMBERSHIP DIRECTOR'S REPORT:**

Director Knight provided a written report, incorporated herein by reference. Out of a current MBCAC membership of 217, 118 members

are due to renew by 5/31/2015, including pending renewals and lapsed members.

Knight reported that the Wild Apricot membership system is working smoothly, and that she and Treasurer Geiger had collaborated to implement PayPal, which is up and running on the MBCAC Membership page. Director Knight had previously requested that the Secretary edit proposed e-mail templates to be used in conjunction with the various functions of the Membership page. Discussion ensued. Knight will write procedures so that the president, treasurer, and Art Tours registrar can run pertinent reports. Upon Director VanVliet's suggestion, Director Knight will update membership records to reflect one additional year or paid membership for each of the Board members. **ACTION ITEM:** Director Knight will send out e-mail to alert MBCAC members to update their profiles on the membership page. An announcement will be included in next month's Newsflash to the effect that profiles, including the upload of pictures and albums, are available on the membership page of the MBCAC website.

Director Knight reiterated her request for the submission of Newsflash items in advance of next month's electronic publication.

#### **COMMUNICATIONS DIRECTOR'S REPORT:**

Director Doten reported that currently the Hwy 62 Art Tours Facebook group page has over 900 members and that he anticipates passing the 1000 mark prior to the 2015 Art Tours. He is working with Webmaster Arthur Comings on replacing the carousel images on the MBCAC home page. It was suggested that the MBCAC logo should be the first picture to come up in the rotation, however it was noted that given the random sequence of images, it would keep on coming up repeatedly. **ACTION ITEM:** Doten will work with Marketing Director Morehead to randomize the rotation of all images provided by Art Tour participants rather than just 12 images at a time. Membership Director Knight suggested a Facebook "non-profit business page" for the MBCAC, which could be used to send people to the MBCAC homepage but it would also be possible to place a membership form directly on the Facebook business page. Discussion ensued as to when to announce the availability of the Art Tours application – the sequence of 1) e-mail to members, 2) Facebook, and 3) a Newsflash item was settled on.

#### **MARKETING:**

Marketing Director Morehead reported that the first press release article for the 2015 Art Tours has been written by Ms. Unger. Discussion of article follows, with suggestions of specific terminology and minor changes. The press release was approved by the Board with changes incorporated.

**EVENTS:**

The Art Tours closing party was brought up for discussion. Director Beattie has sought the help of Ms. Unger with finding alternative venues for the event. After various alternative venues were proposed, it was decided that the topic should be referred to the Art Tours Committee for further discussion. A survey of artists likely to attend a closing party was also proposed as a factor to be considered when selecting locations for the closing event.

**ART TOURS COMMITTEE:**

Registrar K. Klopfenstein and Membership Director Knight reported on their collaboration to get the Art Tours application up and running on the MBCAC website. The sequence of events discussed under **Communications** was reiterated.

Director VanVliet reported on revisions to the 2015 OSAT catalog cover design and promotional materials discussed during the past Design and General Committee meetings, where the need to simplify the design in order to eliminate distractions and to create more space for text were brought up. Director Morehead will consider suggestions and make changes as requested and report back during the next Design meeting scheduled for 4/28/15.

Work is progressing on various articles for the catalog, including “Welcome to the Art Tours,” “History of the Art Tours,” and “How to use the catalog.” Webmaster Comings has offered his help and writing skills to move these projects forward. The Secretary and Registrar will provide editing as requested, with final review and approval by the design committee.

Dates to provide photographic help to MBCAC Art Tour participants was discussed, with Director Morehead taking the lead on providing this free service to individual artists. Dates will be forthcoming, most likely toward the end of the month, when Tour participants may bring two pieces to Gallery 62 in order to have professional photographs made.

Photos will be e-mailed to the artists prior to the application deadline for the 2015 OSAT.

**EXHIBITIONS:**

Director Morehead reported that a new person will be handling the 29 Palms Gallery installations, details to be provided via e-mail to the Board. Art Tours committee member Kiesling reported that OSAT banners are displayed at the Visitor's Center, along with a painting by artist Janis Commentz. OSAT 2014 catalogs are needed for the display, and will be made available shortly for pick-up at Gallery 62.

**GALLERY 62 REPORT:**

Director VanVliet described the successful "Block Party" put on by the landlord at the premises where Gallery 62 is located. Great turnout, with twelve local bands and musicians playing to entertain the crowds. Even though the April show was up in time for the block party, the main goal was not necessarily to sell art but to expose people to the gallery. The new Gallery 62 Director, Jennifer Henning, attended the block party and is excited about taking over the responsibility of running the gallery from Director VanVliet after a planned transition. Henning has indicated her willingness to organize classes during July & August, and is set to curate the June group show at Gallery 62, "Small Wonders." VanVliet reported that local artist Snake Jagger's one-man-show during March broke the sales record for a 4-week show.

A new e-mail account will be created for the Gallery 62 director – [gallery62@mbcac.org](mailto:gallery62@mbcac.org). Information about the gallery directorship and e-mail will be included in next month's Newsflash. **ACTION ITEM**

**NEW BUSINESS:**

The President raised the need for review of all outgoing information. Several names were proposed (Kathi Klopfenstein, Tami Roleff, Arthur Comings, and Lenne Rosen-Kabe among them), with consensus by those present that more than one set of eyes should be reviewing anything published by the MBCAC. There was also discussion as to how best to accomplish these reviews – whether by Dropbox, Adobe pdf, or other methods. **ACTION ITEM**

**NEXT MEETING:** The next regular meeting of the Board of Directors will be held on May 13, 2015 at 5:00 PM at the home of the Vice President in Yucca Valley.

There being no further business, the meeting was duly adjourned at 6:47 PM.

These Minutes are certified by the Secretary.

Signature \_\_\_\_\_ Date \_\_\_\_\_