

**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 **February 10, 2016**, at the new Gallery 62, located at 61607 Twentynine Palms Highway, Joshua Tree, CA.

The meeting was called to order by President Klopfenstein at 5:01 PM.

Board Members Present: Paul Klopfenstein (President/Chair), Valerie Davis (Vice President), Patricia Knight (Membership & Art Tours Director), Lenne Rosen-Kabe (Secretary), Marcia Geiger (Treasurer), Anne Beattie (Member Events Director).

Others present: Kathi Klopfenstein (Art Tours Registrar), MBCAC members Ed Keesling, Casey Kiernan, Janis Commentz, Alita VanVliet, Doug Dolde, Esther Shaw, Julianne Koza, visitor Roland Abbott, and Bill Vincent of the JT Chamber of Commerce.

QUORUM was established.

DIRECTORS' REPORTS:

PRESIDENT'S REPORT:

The Presidents welcomed everyone to the new home office of the MBCAC and the campaign headquarters of OSAT 2016.

Three candidates for the Board of Directors were introduced next: Ed Keesling, Doug Dolde, and Janis Commentz. Each gave a brief description of their backgrounds. Ed Keesling, an Open Studio Art Tours participant, active in the 29 Palms Gallery education committee; Doug Dolde, a photographer since 2001, engineer by profession. Janis Commentz, a resident of the Morongo Basin since 1977 and a teacher of

English and art. She started the “Life Drawing League” 8 years prior, is a member of the 29 Palms Art Guild and takes care of the Joshua Tree Library’s “Art in Public Places” installations. She also created and manages the online High Desert Art and Culture Bulletin Board, highlighting local events.

The candidates and other visitors were asked to leave the room while the Board discussed each candidate. A vote was taken, and each candidate was unanimously confirmed. Janis Commentz was confirmed as the new Gallery 62 Director, and Keesling and Dolde were entered as Members at Large, specific assignments to be determined as needed.

The President next reminded those present of the limits previously decided by the Board in terms of the monthly electronic publication Newsflash. The topics to be included in the Newsflash will continue to be MBCAC-related and approved events.

The move to the new MBCAC corporate home office presents the need for new business cards reflecting the correct address of both the home office and Gallery 62. Discussion ensued as to whether the current card should be split into two cards, one for the MBCAC and another one for the Gallery. The need for a card for the Open Studio Art Tours was also brought up, and Treasurer Geiger moved to create a separate card for the OSAT containing the iconic OSAT logo. Seconded and adopted unanimously, **ACTION ITEM.**

Art Tours Director Knight will design a card for the OSAT and send to Board members for comments, **ACTION ITEM.**

VICE PRESIDENT’S REPORT:

Davis will provide a report under the Exhibitions section of the Agenda.

SECRETARY’S REPORT:

The Minutes of the January 9, 2016, 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. A motion to adopt the January minutes as amended was made and seconded and carried without dissent. The Secretary will email the approved and signed Minutes to Communications Director Doten for posting to the MBCAC.org website (under Board Minutes.)

TREASURER’S REPORT:

Geiger handed out a monthly treasurer's report for the month ending January 31, 2016, incorporated herein by reference. The beginning balance was \$21,917.36, total income was \$2,480.50, total expenses were \$2,898.49. The annual sales tax bill for 2015 was \$815.00, the net revenue for the month of January was \$-1,232.99. The reconciled bank balance at month's end stood at \$18,939.38.

Treasurer Geiger also provided an expense report for set-up and moving costs for Gallery 62, for a total expense at month's end of \$1,595.45.

Geiger proposed a petty cash fund for the Gallery Committee's use with a suggested starting amount of \$300.00. The fund would be used by Committee members for the purchase of incidentals (receipt books, envelopes, food, plates, cups, etc.), without the need to present each small invoice to the Treasurer. The Committee members should reimburse themselves from the petty cash, leaving a signed receipt in the box. The Treasurer would replenish the petty cash as needed. A motion was made and seconded, and carried unanimously.

Treasurer Geiger next addressed the need to obtain grant money. The 29 Palms Officers & Spouses grant is open for applications. The average grant given by that organization was \$1,600. The CA Arts Council grant obtained last year is available for application every year. President Klopfenstein commented that grants should be investigated. Gallery 62 Director Commentz offered to look into grants, **ACTION ITEM.**

MEMBERSHIP DIRECTOR'S REPORT:

Director Knight provided a written report, incorporated herein by reference. As of February 10, 2016, active membership stands at 223, 56 have lapsed, 7 have renewed, 60 renewals are overdue, with 2 new memberships since the last Board meeting.

Knight indicated that she continues working on a tutorial to be included in the membership page of the MBCAC.org site. When ready, the tutorial will be included in the "welcome email" to new members and in the Newsflash, **ACTION ITEM.**

The issue of alphabetizing of the members in the Wild Apricot membership listing has been resolved by changing a setting in the program.

Discussion again ensued regarding the size and design of new title cards to be used in exhibits. Knight stated that she is working with the Gallery Committee and suggested that the exhibit coordinators, rather than the artists themselves, should create these cards in order to achieve consistency. Registrar Klopfenstein offered to help with the project, **ACTION ITEM.**

An event has been created in Wild Apricot to allow people to apply for a sponsored membership. Knight indicated that she needs help writing copy and having it proofread. Registrar Klopfenstein offered to help, **ACTION ITEM.**

The Art in Public Places poster measuring 11" x 14" was displayed, and can be printed for \$1.59 per copy at Oasis. Director Commentz suggested using the Arts Council logo on the poster. Tabled for further discussion.

COMMUNICATIONS DIRECTOR'S REPORT:

Director Doten reported that the Art Tours Facebook page currently has 1396 active members. He reported that he had updated the picture carousel on the MBCAC home page, and uploaded the monthly Board minutes to the corresponding page on the website. Doten also reported having updated the February poster and new address of Gallery 62 on the MBCAC web page. Doten indicated that there is a problem with rotating ads on the website, and it was suggested that he talk with website creator Jim Harvey to find a solution.

MARKETING:

MBCAC member and former Art Tours Director VanVliet designs the posters for Gallery 62 exhibits.
A Marketing Director is needed.

ART TOURS COMMITTEE:

Director Knight reported that the dates for OSAT 2016 had been set for October 15 & 16 and October 22 & 23, 2016. Registration will begin on March 15, and late registration will be possible after May 7. She indicated that her biggest goal is to create a mobile application. Tour visitors will be able to search for artists by name, medium,

address, and weekend. Mobile check-in at each Tour location will be possible.

The need to include an item in the application re: payment of 5% on OSAT sales to the MBCAC was brought up. It is known that many Art Tours participants do not report their sales and overlook the need to contribute to the MBCAC. It was also pointed out that some OSAT participants may not have had any sales. The feasibility of collections was raised, but abandoned in favor of including an item in the application to make participants aware of the need to contribute, and perhaps sending reminders upon the close of the Tours. The reminders would include the option of “no sales.”

Knight gave a brief overview of the first OSAT meeting held the past Tuesday. Eighteen persons attended to offer their help with the Tours. Among other projects, Knight plans on creating a newsletter just for OSAT patrons to keep them informed about the upcoming Tours, to feature participating artists, and other items of interest. The mailing list would include past tour attendees and individuals who ordered catalogs online.

Social media profiles will be created to promote OSAT online for a wider reach, with an official Facebook fan page, Twitter, and Instagram in the planning stages. It was pointed out that a Facebook page already exists, and having too many different ones might lead to confusion. Knight indicated that she would talk with Communication Director Doten, now in charge of the MBCAC Facebook pages **ACTION ITEM.**

A request for ideas regarding OSAT 2016 was sent to the membership, with no responses to date.

President Klopfenstein gave a brief history on the OSAT logo and the name of the Art Tours. Both have a long history, have been submitted to vote by the membership, and approved by the Board of Directors. Banners and laminated studio signage are able to be used from one year to the next, and both the MBCAC and the OSAT are known brands based on the logos and the names. Any changes are discouraged, and would need to meet with Board approval.

Director Keesling raised the question of the OSAT collective show location, indicating the the 29 Palms Gallery where it was held last year needs to know the dates by April, **ACTION ITEM.**

GALLERY 62 REPORT:

The President gave a status report for the new Gallery 62. Power and gas were turned on; doors to smaller rooms removed, opening widened and resulting walls were repaired and painted. Director Dolde designed a track lighting plan for the gallery, and MBCAC member Hugh Huffman installed the lighting and new wall switches. The new counter was assembled by Vice President Davis and Dolde. Existing pedestals were painted and the office was set up. Needed supplies for the office and bathroom were purchased by the Treasurer. Keys were duplicated and lock boxes for keys were installed by Keesling.

ACTION ITEM: a date and time thermostat should be purchased and installed to control heating and cooling so that unnecessary power usage can be avoided during the week when the gallery is closed.

The **Gallery Committee** members are: Janis Commentz, Director; Bonnie Brady, Esther Shaw, Alita VanVliet, Doug Dolde, Ed Keesling, Valerie Davis, Peneope Benson-Wright, Anne Beattie, and Lenne Rosen-Kabe.

The need to address the budget and various functions of the new gallery was brought up, and new Gallery Director Commentz will call a Gallery Committee meeting to discuss and present to the Board, **ACTION ITEM.**

The February 2016 group show was organized by Secretary Rosen-Kabe with input from the President and several committee members. Twenty-six MBCAC artists will participate in the show with a total of 75 pieces. The grand opening of the new Gallery 62 is set to coincide with the monthly Joshua Tree Art Crawl on February 13, 6-8 PM.

EXHIBITIONS/ART IN PUBLIC PLACES:

Vice President Davis reported going to Pie for the People restaurant to discuss "Owner's choice" shows, but was unable to make contact with the owner.

OLD BUSINESS:

Director Knight proposed that the MBCAC website be moved to Wordpress, a free on-line format. With free hosting from Go Daddy, there would be no added expense. MBCAC member Casey Kiernan offered his services at no charge and recommended splitting the MBCAC

website in three: one site for the MBCAC, one for Gallery 62, and one for the Open Studio Art Tours. Director Knight will discuss with Kiernan and present ideas to Board during the March meeting, **ACTION ITEM.**

NEW BUSINESS:

Gallery 62 signage: three designs were submitted and bid proposals were collected.

A sign similar to the JTAG lit sign: by Yucca Valley Signs, \$1,200.00, including installation.

Signs by Wanda: \$1,451 – whether installation is included was not clear.

A third alternative was obtained by Director Dolde from an on-line company in Orange County for approximately \$450.00, without delivery or installation.

A decision was not reached, and the matter was tabled for further research, **ACTION ITEM.**

The need for consistent branding was raised. All forms should be updated and revised with the new address (Gallery 62 and the MBCAC office). It was suggested that all forms be created in the Google drive so that all MBCAC Board members can have easy access to them, as needed.

The possible compensation of the Gallery Director and the Art Tours Director had been previously brought up and were tabled for future discussion.

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on Wednesday, March 9, 2016 at 5:00 at the new Gallery 62, 61607 Twentynine Palms Hwy, Joshua Tree, CA 92252.

There being no further business, the meeting was duly adjourned at 7:11 PM.

These Minutes are certified by the Secretary.

Signature *Lenne Rosen-Kabe* Date March 9, 2016