

**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 **July 8, 2015** at the residence of the Corporation's Marketing Director. The meeting was called to order by President Klopfenstein at 5:47 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 (Art Tours Director), Paul Morehead (Marketing Director), Scott Doten (Communications Director).

Not present: Anne Beattie, Member Events Director.

Others present: Kathi Klopfenstein (Art Tours Registrar), Ed Keesling (Art Tours committee member), Penny Morehead.

QUORUM was established.

DIRECTORS' REPORTS:

PRESIDENT'S REPORT:

The President reported on the results of a Yucca Valley Town Council meeting where the topic of exemptions from the home occupations requirement was decided on. Several MBCAC members were present to speak in favor of suspending the ordinance, which was resolved favorably by the Council, including the ability of residents of the town to have more than two cars per week parking in the street in front of their homes at any given time.

ACTION ITEM from June Board meeting: the President spoke with Larry Lane, manager of the premises where Gallery 62 is located, regarding an Art Tours 2015 closing party using the annex and stage

behind the gallery. The owner is supportive of the idea and has approved the use for purposes of a closing party on October 25, 2015. The President next raised the coordination needed between the purchase of ads to run on the MBCAC website, placing the ad on the website, and receipt of money. Two such ad requests have been received on the president@mbcac.org email account. Director VanVliet suggested that it be mentioned to new advertisers that up to 30-days are needed to process payments, and to get the ads up on the website, and that the duration of the website ads is counted from when they are up. Treasurer Geiger and Communications Director will work together to streamline the process. It was also pointed out that there is a need to set up for general ads in addition to ads related to the Art Tours. The suggestion was made that whenever an ad is applied for on-line, an e-mail should be generated to the info@mbcac.org account, which is monitored by the Vice President.

The President indicated that he had checked with the Center for Healthy Generations in Yucca Valley, which among other services offers the use of their indoor and outdoor spaces free of charge to non-profit organizations. It might be a good location for future artists' gatherings and Board meetings. Art Tours Registrar Kathi Klopfenstein suggested that holding Board meetings at that venue rather than at private homes might encourage more MBCAC members to attend Board meetings. Secretary Rosen-Kabe proposed moving the starting time to 6:00 PM and concentrating on business only to limit the time needed for Board meetings.

Motion by Director Morehead seconded by VanVliet for the Registrar to contact the Center to find out regarding availability and options.

Unanimous. Should the first Wednesday of the month not be available, an email vote will be taken to set a different weekday for the monthly Board meetings.

VICE PRESIDENT'S REPORT:

Vice President Davis reported that she continues monitoring the info@mbcac.org e-mail account.

Davis next indicated that the two prospective docents interested in helping out with setting up exhibitions had withdrawn, and that presently there are no other likely candidates.

Vice President Davis will cover for the President during the August Board meeting. (It was later decided that no Board meeting would be held in August due to various summer absences.)

SECRETARY'S REPORT:

The Minutes of the June 10, 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 Morehead to approve the Minutes of the June 10, 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 June 30, 2015" was distributed and is incorporated herein by reference.

The un-reconciled bank balance as of the end of June was reported to be \$43,502.15.

Art Tours Director VanVliet requested a year-to-date art tours report,

ACTION ITEM.

The status of the low-impact grant that Geiger applied for on behalf of the MBCAC is still pending.

MEMBERSHIP DIRECTOR'S REPORT:

Director Knight provided a written report, incorporated herein by reference. Active membership currently stands at 220, 42 have lapsed, and there is one new member. Emails are being sent out 2 weeks ahead of expiration date, one week before, and on the day of expiration.

Knight indicated that she is working on instructions on how to update profiles on the MBCAC membership page, and will send a pdf document for proofing prior to sending it to the membership, **ACTION ITEM.**

Knight next indicated that she spent some time gathering information regarding a GoDaddy account, but needs to investigate further. She also stated that she has contacted web designer Jim Harvey regarding domain names to ascertain where they are registered but the issue remains unresolved.

Director Knight reiterated her request for the submission of Newsflash items in advance of the following month's electronic publication, stating

that items are welcome through the month. Newsflash items should be submitted by the second Monday of the month to allow more time for creating the publication. She indicated that she plans to add the need of a website maintenance volunteer to the July Newsflash.

Director Knight indicated that she has purchased the 1TB external hard drive, and that she will leave it in the Gallery 62 office for use with the Corporation's laptop for record keeping. Those Board members interested in using the laptop should contact the Treasurer for location and password.

COMMUNICATIONS DIRECTOR'S REPORT:

Director Doten reported that currently the Hwy 62 Art Tours Facebook group page membership stands at 1034 members. He continues to update the artwork on the MBCAC homepage's carousel of images. The bottom of the home page is filled to capacity with sponsorship ads, and the size of the page would have to be increased in order to accommodate additional ads. **ACTION ITEM** - need to check into adding space for additional ads on home page.

MARKETING:

Marketing Director Morehead stated that to date he has checks and firm commitments totaling \$6090.00 in ad sales for the Art Tours catalog. He plans to address the attendees of the July 9th artists' gathering regarding the purchase of ads in the 2015 Art Tours catalog.

He reiterated that the MBCAC is not able to offer discounted ads to anyone, including other non-profits. It should be noted that Board members and other artists contribute hundreds of volunteer hours to bring about the yearly Art Tours without any compensation, including discounted ads, memberships, or entry fees.

Director Morehead contacted Westways (AAA) magazine, however a half-page ad costs over \$16,000 and a small ad goes for \$2,900.00, clearly outside of the Art Tours' marketing budget.

GALLERY 62 REPORT:

No report has been received from the Gallery Director, and she will be contacted by Director VanVliet regarding the status of the August show.

EVENTS:

No report in view of the absence of the Events Director.

ART TOURS COMMITTEE:

Director VanVliet indicated that she will make personal contact with Bobby Furst of Furst Wurld to ascertain whether he plans to hold a party coinciding with the closing of the Art Tours at his location this year, regardless of MBCAC sponsorship - **ACTION ITEM**. She commented that even though the option was open to hold the annual closing party at the Gallery 62 location it may not be a realistic endeavor this year, due to lack of interest, cost, and volunteers stepping up to help organize the event. An announcement will be made during the artists' gathering scheduled for July 9, 2015 to that effect. However, any OSAT 2015 participating artist who plans on holding a closing gathering at their own venue is encouraged to do so, and the MBCAC will support by suggesting member artists post announcements on the MBCAC Facebook page and Hwy 62 Art Tours page.

VanVliet then spoke about an event scheduled for September 17 at Indian Cove campground in Joshua Tree National Park. This is a collaborative effort by Joshua Tree Excursions, the Tri-Chamber of Commerce, and the Park. The planning is in the early stages. It involves various businesses coming together to present what they are about, and may be a good opportunity to promote Gallery 62, MBCAC, and the Art Tours.

VanVliet went on to indicate that she had met with a representative of Joshua Tree Excursions. The JT Excursions group is planning to offer excursion tours, including lunch, during the two weekends of the OSAT 2015. They will contact participating artists via email to see how many are interested in participating in this venture.

Treasurer Geiger spoke briefly about the proposed OSAT catalog centerfold map. The map legend and cautions would be on the first page, with perhaps the last page left blank for notes. It was also noted that all catalog images have been completed and are awaiting layout.

The OSAT posters and a new batch of save-the-date postcards are ready, will be picked up and made available at the July 9 gathering.

MBCAC website: Registrar Klopfenstein indicated that she had been in contact with Janis Commentz who was honored to having a link to her website <http://hdacbb.weebly.com> placed on the MBCAC's website. Director Doten will take care of it. A link will also be added to the monthly Newsflash, **ACTION ITEM.**

A moment of silence was observed by those present in memory of MBCAC webmaster Arthur Comings.

The vacancy will be announced during the artists' gathering on July 9, 2015.

Secretary Rosen-Kabe inquired whether Director Doten might take over the task of posting the minutes of Board meetings on the website. The issue may be resolved if a new volunteer is found to fill the webmaster position, in which case web designer Jim Harvey may be contacted to train the new volunteer.

The issue of the handling of new ads for the MBCAC website was again raised, and it was agreed that new requests should be forwarded to Communications Director Doten. Membership Director Knight will create an "event" with the Wild Apricot software for ad renewals and expirations on the MBCAC website, **ACTION ITEM.** It was reiterated that coordination is needed between the person in charge of the website and the Treasurer in order to effectively deal with ads.

EXHIBITIONS:

No report.

NEW BUSINESS:

Director VanVliet brought up various needs for the upcoming gathering on July 9, 2015, including a beverage dispenser. The Board unanimously authorized expenditures for the gathering to be held at the Joshua Tree Retreat Center's Friendship Hall, 59700 Twentynine Palms Hwy, Joshua Tree, CA 92252. The outline of an agenda for the meeting was presented, and will be distributed via email to all OSAT participating artists. A "Tips for a successful Tour" presentation will also be emailed to all artists

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on Wednesday, August 12, 2015 at 5:00. Time, date, and location will be confirmed via email to Board members.

There being no further business, the meeting was duly adjourned at 7:20 PM.

These Minutes are certified by the Secretary.

Signature Lenne Rosen-Kabe Date September 9, 2015