

**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 **June 10, 2015** at the residence of the Corporation's President. The meeting was called to order by President Klopfenstein at 5:37 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 Kiesling (Art Tours committee member), Penny Morehead.

QUORUM was established.

DIRECTORS' REPORTS:

PRESIDENT'S REPORT:

The President reported having conversations with Larry Lane, the manager of the premises where Gallery 62 is located, regarding the feasibility of holding the 2015 Art Tours closing gathering (10/25/15) on the premises. Discussion included the anticipated size of the group, timing, the desirability of obtaining "event insurance." The possibility of holding the closing event in the "Annex" behind the gallery premises was mentioned. The President will explore further and report to the Board. **ACTION ITEM**

The President indicated that Treasurer Geiger had obtained information regarding a handyman to help with minor maintenance at the Gallery; a

card with contact information is available on the bulletin board in the Gallery/office.

The President had received a request to purchase a tension rod and curtain to manage the afternoon sunlight flooding the west side of the Gallery interior. VanVliet moved to authorize purchase of rod and curtain. Adopted unanimously.

Save-the-Date cards and MBCAC business cards are available for pick-up at the Gallery.

A Yucca Valley Planning Commission meeting was held touching on the subject of exemptions to the “home occupation ordinance.” The proposed exemption was adopted by the Planning Commission, and awaits a decision by the City Council shortly. Many Yucca Valley artists spoke during the Planning Commission meeting, indicating the desirability of obtaining the exemption particularly in view of the annual Open Studio Art Tours, which bring many outside visitors to the area. The downside of increased parking on neighborhood streets while at the same time positively impacting the revenue for local businesses over the two weekends of the Tours was brought up. The Board agreed that if adopted by the City Council, the benefits to the community would outweigh any hypothetical negative impact.

The President went on to report that CalTrans has yet to be contacted regarding the rules for displaying Art Tours signage, and that he plans to obtain the necessary paperwork before any signs are put up.

An email had been received from a Yucca Valley official regarding a decision as to what constitutes “art” at a residence. The President will write back to find out what, if anything, is expected from the MBCAC beyond the definition of “Art: the creative application of an esthetic skill.”

VICE PRESIDENT’S REPORT:

Vice President Davis reported that she is monitoring the info@mbcac.org e-mail account. She indicated that she has trimmed the account, getting rid of the build-up of old emails. The account has reportedly slowed way down as a result of the completion of the OSAT 2015 registration process.

SECRETARY’S REPORT:

The Minutes of the May 13, 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 May 13, 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 May 31, 2015” was distributed and is incorporated herein by reference.

Geiger reported that the automatic renewal for the Tracfone has been taken care of and that the phone is now active.

The Treasurer further reported that the MBCAC has joined the chambers of commerce of Morongo Valley (\$30.00 per year), Yucca Valley (\$120 per year), and 29 Palms (\$75.00 per year). A welcome letter has been received from the Yucca Valley Chamber indicating the benefits of membership, including the ability to display a window plaque. The 29 Palms Chamber likewise sent a welcome letter with a sticker and overview of what they offer. The Morongo Valley Chamber did deposit the check, however, no paperwork has been received to date. The MBCAC entry in the Joshua Tree Chamber map, approved during last month’s Board meeting, has been purchased for \$100.00.

Geiger again reported that the Oasis Office Supply credit account has been updated to reflect current Board members. It was reiterated that any Board member utilizing the credit account request a printed cash register receipt to pass on to the Treasurer along with a detailed description of items purchased.

The status of the low-impact grant that Geiger applied for on behalf of the MBCAC is pending, and she will follow through by the end of June to ascertain whether the MBCAC is a recipient of this grant. **ACTION ITEM**

MEMBERSHIP DIRECTOR’S REPORT:

Director Knight provided a written report, incorporated herein by reference. Active membership currently stands at 220, 42 are overdue, and 37 have lapsed. 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**

A free Drop Box account has been created for images. Director Knight will create another Drop Box for art tour emails. **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 will contact web designer Jim Harvey regarding the Hwy62 art tour.org website to find out where it is hosted. **ACTION ITEM**

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.

COMMUNICATIONS DIRECTOR'S REPORT:

Director Doten reported that currently the Hwy 62 Art Tours Facebook group page membership has almost surpassed the 1000 mark. Director Knight had previously 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. **ACTION ITEM** put off to a later date. Doten reported that he has changed the MBCAC website's carousel pictures 3 or 4 times since the May Board meeting, and that an ad by attorney Susan Scott had been added to the website a week prior to this Board meeting. Director Morehead commented that the website is mobile-friendly.

MARKETING:

Marketing Director Morehead stated that to date, \$1,500 worth of ads has been purchased.

Director Knight created an "event" in Wild Apricot, the membership software now used by the MBCAC, which allows potential sponsors to use credit cards to purchase ads directly on the website. Morehead indicated that as the deadline for ad submission approaches, traffic to the subscription "event" is likely to increase.

Treasurer Geiger raised the issue of expiring sponsorships – should there be a way to inform sponsors of the need to renew prior to expiration of their ads? **ACTION ITEM:** Director Knight and Treasurer Geiger will work together to find the best way of notifying sponsors.

Director Morehead related that the City of 29 Palms has opted for a \$1,500 ad in the OSAT 2015 catalog, and that the High Desert Cultural Center has not yet decided on an advertising option. The 29 Palms Inn has again committed to a full-page ad, whereas an ad in Sunset Magazine has been ruled out as being too expensive. Rebecca Unger, marketing team member, is looking into a sponsorship from a not-for-profit organization. A few other prospects, including the local golf course, are being considered. **ACTION ITEM**

GALLERY 62 REPORT:

Art Tours Director VanVliet reported on Gallery 62 in the absence of a written report by the gallery director.

The Board agreed to request that Director Henning produce a monthly written report, to be read during the Board meeting by the President.

ACTION ITEM

VanVliet went on to address the upcoming June show at the gallery. Twenty-five local artists will be showing in June, with 1-2 pieces each. An artist who showed last month at the gallery has proposed to take over the gallery during the month of August for a solo show, with a 25% commission on sales going to the MBCAC. After discussion, a motion was proposed to approve the idea, so long as the artist is willing to meet MBCAC's minimum requirements, to be worked out and submitted to the artist. Motion adopted unanimously. **ACTION ITEM**

EVENTS:

No report in view of the absence of the Events Director. However, the current focus is an Art Tours' related gathering, to be held in July prior to the ad cut-off date of 7/19/2015. Suitable topics and locations were discussed. It was decided that this was a matter to be raised during the upcoming Art Tours committee meeting, scheduled for the following Monday. In the meanwhile, committee member Ed Kiesling will make inquiries and report during the committee meeting.

ART TOURS COMMITTEE:

VanVliet reported that most of the articles for the OSAT 2015 catalog have been sent out for editing by the usual team (K. Klopfenstein, Roleff, Rosen-Kabe).

VanVliet reiterated that the OSAT 2015 Special Events had all been scheduled. The Collective Show at the 29 Palms Gallery (will be included on the Art Tours' map); a chili dinner in the courtyard of the 29 Palms Gallery the first Saturday night of the Tours; and two short outdoor plays to be presented by Michael Eiden and entourage during the first weekend at a private residence in Yucca Valley.

Discussion ensued regarding the location of the closing party; a decision is yet to be made but VanVliet will contact Bobby Furst of Furst World to see if he was planning on holding a party despite this year's removal of affiliation with the MBCAC and Tours. **ACTION ITEM**

Director Morehead reported that 50% of catalog images have been pre-processed and are ready to go. Morehead will deliver a thumb drive with all images by the coming Monday. Director Knight will send an email once Morehead provides a list of artists who may still have to provide images suitable for publication. **ACTION ITEM**

Art Tours Registrar Klopfenstein will email spreadsheets with OSAT 2015 catalog maps for proofing. Four individuals will double-check the studio directions against Google maps. Studio numbers will be assigned once the maps have been reviewed by the group. An additional map-proofing opportunity will be provided via email to all OSAT 2015 participating artists, and printed copies may be displayed during the anticipated July potluck gathering (most likely at the Joshua Tree Retreat Center.) Details will be forthcoming via email. **ACTION ITEM**

EXHIBITIONS:

Director Morehead reported that the exhibition at the 29 Palms Inn had been wrapped up with good sales; likewise, artist Rik Livingston enjoyed good sales during his exhibit at Pie for the People and one piece was sold at the 29 Palms Creative Center.

A MBCAC member has noted that the MBCAC should broaden its promotion of events in the area. It was suggested that the MBCAC provide a link to a site created by local artist Janis Commentz, <http://hdacbb.weebly.com>, where area events are listed. Registrar Klopfenstein will make contact with Commentz to work out details.

ACTION ITEM

NEW BUSINESS:

The Corporation's Vice President Valerie Davis will contact two individuals who have expressed interest in becoming docents at Gallery 62, Sherry Kimmel and Linda Ferrari. **ACTION ITEM**

Director Knight will order the 1 TB external hard drive for the Corporation's laptop. **ACTION ITEM.** President Klopfenstein has the Corporation's credit card to cover the purchase. Treasurer Geiger indicated that the laptop is available for Board use, and that she should be contacted for location and password.

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on Wednesday, July 8, 2015 at 5:00 PM at the home of Marketing Director Morehead in Joshua Tree.

There being no further business, the meeting was duly adjourned at 7:28 PM.

These Minutes are certified by the Secretary.

Signature Lenne Rosen-Kabe Date July 8, 2015