

**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 **March 11, 2015**, at the Joshua Tree residence of Marketing Director Paul Morehead. The meeting was called to order by President Klopfenstein at 4:23 PM.

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

**Also present:** Kathleen Klopfenstein (Registrar); Arthur Comings (Webmaster).

**Not present:** Communications Director Scott Doten.

**QUORUM** was established.

**DIRECTORS' REPORTS:**

**PRESIDENT'S REPORT:**

**President Klopfenstein** reported on the closing of the Art Store. Premises were vacated in time of the March 5, 2015 deadline. The Corporation's office has been re-located to the premises of Gallery 62.

The location(s) of future MBCAC Board meetings was brought up by the President in view of the closing of the Art Store, which in the past had also served as the Corporation's headquarters. Several Board members offered their homes as venues for future meetings. A schedule was set as follows:

April 2015 Board meeting: the residence of the Secretary in Joshua Tree.

May 2015 Board meeting: residence of the Vice President in Yucca Valley.

June 2015 Board meeting: residence of the President in Yucca Valley.

July 2015 Board meeting: residence of the Marketing Director in Joshua Tree.

The venues of Board meetings starting in August will be addressed during the July 2015 Board meeting.

The time of the Board meetings was discussed. **Motion** by Morehead to move the meetings from 4:00 PM to 5:00 PM was seconded and carried without dissent.

**VICE PRESIDENT'S REPORT:**

**ACTION ITEM:** Vice President Davis will begin monitoring the [info@mbcac.org](mailto:info@mbcac.org) e-mail account once her computer situation has been resolved.

**SECRETARY'S REPORT:**

The February 2015 Minutes of the Board of Director's meeting were previously distributed by Rosen-Kabe via e-mail to Board members for review and comment. A motion to adopt as amended was made, seconded, and carried without dissent.

**TREASURER'S REPORT:**

**Treasurer Geiger** presented the monthly Treasurer's Report for February 2015, incorporated herein by reference. The Corporation remains solvent.

A new Hewlett-Packard laptop, to replace the Hallee Road office desktop PC, has been purchased for the sum authorized during last month's Board meeting. Programs, including Microsoft Office Suite have been loaded, and the laptop is already in use.

Upon discussion of alternatives, it was agreed that the Treasurer should obtain a flash drive to use for backing up the hard drive of the laptop. The flash drive will be kept at the Corporation's office.

The Verizon telephone account was cancelled, and a new Tracfone is available for business use at Gallery 62.

**Treasurer Geiger** next informed the Board of a request from JTAG (Joshua Tree Art Gallery) for a \$50.00 donation to help defray the expenditure of prize money during the June JTAG invitational show. The MBCAC and/or Art Tours logo will be placed on all promotional items for the show, primarily posters, the JTAG website and Facebook pages. Member Events Director Anne Beattie **moved** to authorize the donation. Seconded and passed unanimously.

**The Treasurer** explained the availability of a “Local Impact Grant” available from the California Arts Council (CAC). A dollar-for-dollar match is required if awarded. It was agreed that Treasurer Geiger should pursue a grant in the amount of \$12,000.00 to benefit the Art Tours. If granted, the amount may differ from the request amount due to the level of funding available to the program, demand for that funding, and/or the rank a proposal receives from a peer review panel. The application deadline is March 20, 2015, and the grant dates encompass late June 2015 through May 31, 2016.

**Treasurer Geiger** presented samples of business card designs with two different color combinations. One side of the card will feature the MBCAC logo, website and mailing addresses, contact e-mail and a reference to the Hwy 62 Open Studio Art Tours; the other side of the card will showcase Gallery 62. The Board adopted the combination favored by those present. Marketing Director Morehead **moves** to authorize the initial purchase of 2000 business cards from the local Oasis office supply store. Seconded and passed unanimously.

#### **MEMBERSHIP:**

**Director Knight** reported that the Corporation currently has 201 members. The report is incorporated by reference into these Minutes.

The Director described her research into various types of membership software, including one called “Wild Apricot.” She went on to describe a new MBCAC website, including the membership page, which she created with the Wild Apricot application, acquired on a free trial basis. Wild Apricot is available as a monthly subscription for a reasonable fee. Among the benefits is the ability to integrate with Quick Books to run financial reports, keep track of unpaid invoices, and allow members to upload images to the site. Even though the Wild Apricot application

allows for the creation of a website – which Director Knight displayed during her demonstration, the Board after discussion decided to retain the current MBCAC website and to integrate the membership and Art Tours application pages from the Wild Apricot software into the existing website.

A discussion on the membership fee structure ensued. **Secretary Rosen-Kabe** proposed eliminating the “Couples” membership in order to streamline the membership categories and to better reflect the individual nature of artists. Her motion was seconded by Director Morehead and carried without dissent after a brief discussion. It was also agreed that in order to facilitate the work of the Treasurer and the Membership Director, each membership category should have a distinctive fee. As a result, the yearly Business membership category was raised to \$70.00 in order to avoid duplication of amounts.

**Director Knight** is also handling the MBCAC’s monthly Newsflash electronic publication. She requested input from those present for the upcoming Newsflash, which will be forthcoming the Friday following this Board meeting.

#### **MARKETING:**

The President was contacted by Thomas Fjallstrom from the Joshua Tree Chamber of Commerce in regard to the new members directory on the Chamber’s website. Discussion ensued regarding a trade in kind between the MBCAC and the Chamber for the purpose of each showing the other as a member on their respective websites. It was agreed that more research was needed. **ACTION ITEM:** Marketing Director Morehead will contact Mr. Fjallstrom regarding the details involved.

#### **ART TOURS:**

**Director Morehead** reported on the photo shoot that took place this morning for the purposes of creating the imagery for cover of the 2015 Art Tours catalog. The rock formations surrounding a residence in Yucca Valley served as the backdrop. Several Art Tours committee members participated in the effort. A second shoot is scheduled for the Friday following this Board meeting. It will be an evening event at the same location, for the purposes of creating the 2016 Art Tours catalog

cover well ahead of time so that the same image can be used on “save the date” cards and other promotional materials early in 2016.

Art Tours committee member **Kathi Klopfenstein** next presented the new Art Tours application form, which she had previously sent to other committee members for comment and input. The new fee structure proposed by the Art Tours committee was reviewed. **Director Morehead** made a **motion** to adopt as presented, including a \$50.00 late fee. Seconded and adopted without dissent.

The Art Tours collective show was brought up next. The 29 Palms Art Gallery has been contacted and will serve as the venue for this year’s show. A gathering will be hosted by the gallery during opening night, October 2, 5-8 PM. Discussion ensued as to whether the Art Tours closing event could likewise be held at the 29 Palms Art Gallery. Pioneer Days, a local annual event sponsored by the City of 29 Palms, will feature a chili dinner open to the public, and the possibility of holding the Tours’ closing party on the last Sunday of the Tours at the same venue was suggested.

The intake of artwork is scheduled for September 30, with the show running through October 25, with the outtake set for the day after.

**Director VanVliet** proposed that the MBCAC donate \$100.00 from the Art Tours fund towards food expenses. Adopted unanimously by those present.

**Director Morehead** requested that Art Tours committee members bring suggestions of names of two persons that he could contact to help process photos of artwork for the 2015 catalog. The two names are to be submitted during the next Art Tours committee meeting, scheduled for March 16 at Gallery 62 Director’s residence in Joshua Tree.

**Gallery 62 REPORT:**

**Director VanVliet** brought up the difficulties with the B of A card reader currently used to take credit card sales at the Gallery. The possibility of changing to a “Square” was discussed.

**ACTION ITEM: Treasurer Geiger** will look into various alternatives and report back.

The Director has been approached by an individual artist who would like to put on a solo show at Gallery 62 during October, to coincide with the Art Tours. Discussion ensued, and it was decided that the October show should either be a “mini collective show” or a “featured artist show” with five artists showing as usual, with each artist committing to sit the gallery at least one of the Art Tours weekend shifts. It was suggested that the gallery space during the month of October should be open to the participants of the Art Tours only, with increased fees to reflect the additional exposure due to increased traffic during the Art Tours weekends.

The individual in charge of the city of Palm Springs Public Arts Commission has indicated interest in becoming involved with Gallery 62, and has offered to curate the September show at the Gallery.

A block party is being planned by the owners of the complex where the Gallery is located, with a tentative date of April 4, 2015. The possibility of a MBCAC gathering to coincide with this event was raised, and will be further explored by **VanVliet** and **Events Director Beattie**.

**WEBSITE:**

**Webmaster Comings** reported on updates to the website, including information regarding the upcoming Art Tours application form.

**GENERAL:**

**Treasurer Geiger** will set up an e-mail account for use by Art Tours committee member Kathi Klopfenstein, [registrar@mbcac.org](mailto:registrar@mbcac.org), in anticipation of inquiries resulting from the Art Tours application process and new on-line form.

The art professor and art club advisor at Copper Mountain College has reached out to find out about the cost of a group membership in the MBCAC and deadlines to sign up for the Art Tours. The Board refers her to the MBCAC website, where information is available. The art students should obtain student memberships, and consider applying as a shared studio for purposes of the Art Tours.

**NEXT MEETING:** The next regular meeting of the Board of Directors will be held on Wednesday, April 8, 2015 at 5:00 PM at the home of

