

**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 **May 13, 2015** at the residence of the Corporation's Vice President. 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 (Art Tours Director), Paul Morehead (Marketing Director), Scott Doten (Communications Director), Anne Beattie, (Member Events Director).

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

QUORUM was established.

DIRECTORS' REPORTS:

PRESIDENT'S REPORT:

The President stated that Board meeting agenda items can be sent at any time, however, "Board Agenda" should be written in the subject line of the email. President Klopfenstein also mentioned that the dates of future Board meetings should be included in the monthly Newsflash electronic publication, including the President's email address so that individuals interested in attending can make contact regarding the time and location of the upcoming Board meeting.

The President next addressed the reprinting of the JT Chamber of Commerce's downtown map. The Chamber's fee for MBCAC to remain on the map is \$100.00. Marketing Director Morehead's motion to authorize the expenditure was seconded and passed unanimously. The President will contact the JTCOC with the Board's decision, while at the same time informing the individual in charge that the MBCAC's

Treasurer is researching the matter of the security deposit paid by the MBCAC to occupy the Hallee Rd. office, which has since been vacated.

VICE PRESIDENT'S REPORT:

Vice President Davis reported that she has completed the computer installation and is monitoring the info@mbcac.org e-mail account. She was encouraged to move undesirable solicitation emails to the spam folder and to print the traffic reports to be kept in a file.

SECRETARY'S REPORT:

The Minutes of the April 8, 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 April 8, 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 April 30, 2015" was distributed and is incorporated herein by reference. The report details total income and expenses and shows a reconciled bank balance of \$15,744.23. The income attributable to increase in memberships and Art Tours sign-ups was linked to the success of the 2014 OSATs.

Geiger reported that the automatic renewal for the Tracfone is still pending, but she will address it as soon as possible.

The Corporation's business cards have been printed, with the first run of 2,500 cards available at the Corporation's office in Gallery 62.

The Treasurer went on to propose a vote for the MBCAC to join the chambers of commerce of Morongo Valley (\$30.00 per year), Yucca Valley (\$120 per year), and 29 Palms (\$75.00 per year). Discussion ensued and it was agreed that belonging to all local area chambers would be beneficial to the Corporation. Member Events Director Beattie moved to approve the proposal, VanVliet seconded, and the motion carried without dissent.

Geiger reported that the Oasis Office Supply credit account has been updated to reflect current Board members. It was suggested that anyone utilizing the credit account request a printed cash register receipt to pass on to the Treasurer.

MEMBERSHIP DIRECTOR'S REPORT:

Director Knight provided a written report, incorporated herein by reference. Of the current MBCAC membership of 246, 193 are active members in good standing, 35 have renewals overdue, 16 have lapsed, and there are 4 new members as of this writing.

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, stating that items are welcome through the month. The calendar indicates a cut-off date as the second Thursday of the month, however, it is preferable to submit Newsflash items 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 has 972 members and that he anticipates passing the 1000 mark prior to the 2015 Art Tours. **ACTION ITEM:** Doten will work with Membership Director Knight to find a resolution to Facebook pages other than ArtTours and MBCACinc. The goal is to reduce the number of pages, keeping just the two. Membership 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**

MARKETING:

Marketing Director Morehead was contacted by the Mojave Land Trust indicating an interest in sponsoring a group of artists during one weekend of the 2015 Tours. Discussion ensued, and it was decided to table the request due to time limitations. Director Morehead will communicate the Board's interest in revisiting the offer for OSAT 2016 to the contact at Mojave Land Trust.

The question as to how credit card payments for ads in the OSAT catalog could be implemented followed. Director Knight proposed creating an

“event” in Wild Apricot, the membership software now used by the MBCAC.

Director Morehead and Art Tours committee member Ed Kiesling reported on their presentation before the Yucca Valley Parks & Recreation Council. Four commissioners and two staff members were present, culminating in two recommendations: 1) council staff to publicize the Art Tours on their website and quarterly activities publication; and for the Town Council to purchase a \$2,500 sponsorship for the 2015 Art Tours. There is an opportunity to make the same presentation before the YV Town Council.

There also appears to be the opportunity to apply for a grant in the month of September 2015 for OSAT 2016; to partner financially with YV Chamber of Commerce; to mount a publicity outreach to the town, where individual departments could choose to buy ads in the OSAT catalog. The general tenor during the presentation before the Yucca Valley Parks & Recreation Council was positive. The main goal at this time is to re-establish the relationship with the town of Yucca Valley.

The Director next commented on the need for websites to be mobile-ready in order to come up in Internet searches; the MBCAC site needs to be responsive and should be optimized. Web designer Jim Harvey should be contacted. **ACTION ITEM**

The marketing team – Rebecca Unger, Ed Kiesling, Valeries Davis, and the Marketing Director – are working on finding publications to advertise in. Rates have been obtained from Art Forum, Artillery, and Art in America. Research is under way into small community publications along the coast in order to build a database for advertising in 2016. Other points of contact were reported to be trailer settlements in the Coachella Valley and individuals organizing bus tours in the general area.

The next marketing meeting is scheduled for June 3, 2015, at the home of the Marketing Director.

GALLERY 62 REPORT:

Art Tours Director VanVliet reported on Gallery 62 in the absence of a written report by the gallery director. A new email address has been created: gallery62@mbcac.org, to be used for gallery-related business.

The April show at Gallery 62, along with the block party, was a success inasmuch as expenses were covered. The May show thus far has drawn large numbers of visitors, particularly to the opening. Sales have been strong. Director VanVliet reported that she and the new Gallery 62 Director were in a transition period pending the latter's takeover in time for the June 2015 members' group show at the gallery. VanVliet expects to wrap up her direct involvement in the gallery by the end of June. The members' group show, "Small Wonders," will be curated by the new Gallery 62 Director, Jennifer Henning, who has already produced the prospectus and poster for that show. The anticipation is to have at least 24 pieces of wall art, 18" x 18" or smaller, with the deadline for applications coming up on May 24, 2015.

The Board agreed to request that Director Henning produce a monthly written report, to be read during the Board meeting by the President. VanVliet reported on cell phone issues while attempting to create a Yelp listing for the Gallery. Apparently, the Tracfone has been deactivated. Treasurer Geiger will look into bringing the Tracfone account up to date in order to reinstate service. **ACTION ITEM**

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. The search was narrowed down to the premises of Gallery 62 due to its central location and facilities. The host of previous closing gatherings has been notified of the chance of venue for 2015. The Art Tours committee will make a formal recommendation to the Board during an upcoming Board meeting.

ART TOURS COMMITTEE:

Registrar Klopfenstein reported that response to the OSAT applications have been strong, and thanks to the automating of the process via the MBCAC website, many of the complications of previous years' application process have been eliminated. Minor changes were made to the guidelines at the beginning of the registration period to comply with observations submitted by members.

The 2015 OSAT catalog cover is in progress, and the graphic designer engaged to produce the catalog has been contacted regarding the content and scope of work. The 2015 catalog will follow the format of the 2014 catalog, with minor changes/additions, such as new articles

highlighting interviews with artists, thumbnail photos of artists at work in their studios, and a listing of art by primary medium, so that visitors interested primarily in photography or pottery, etc., can concentrate on studios dedicated to those media. There has been a great response from artists who have been sending in photographs of their studios and of work in progress.

The status of the “Drop Box” in the arttours email account was brought up by Membership Director Knight. Whereas during the last year, the MBCAC had enjoyed the “free” category, the addition of materials from last year plus 2015 copy will exceed the “free” capacity. Discussion as to various alternatives followed. Morehead made a motion to purchase one 1-TB external hard drive for the Corporation’s computer and use it to store previous years’ electronic materials. Seconded and adopted unanimously. The hard drive will be kept in the office adjoining Gallery 62. **ACTION ITEM**

VanVliet reported 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.

EXHIBITIONS:

Director Morehead reported that space remained in local venues, and encouraged those interested in exhibiting to speak with him after the Board Meeting.

Director VanVliet brought up the need to change the make-up of the Board listing on the MBCAC website as a result of her taking on the title of Art Tours Director and Jennifer Henning becoming the Chair of the Gallery 62 committee. **ACTION ITEM**

NEW BUSINESS:

President Klopfenstein referred to information sent by MBCAC founder Chuck Caplinger. Mr. Caplinger recommends that part of the information be read during a Board Meeting. **ACTION ITEM** to be placed on the June 2015 Board meeting Agenda.

NEXT MEETING: The next regular meeting of the Board of Directors will be held on June 10, 2015 at 5:00 PM at the home of the President in Yucca Valley.

There being no further business, the meeting was duly adjourned at 7:15 PM.

These Minutes are certified by the Secretary.

Signature Lenne Rosen-Kabe Date June 10, 2015