

**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 November 15, 2014, at the Ada Hatch Child Development Center, 6334 Rotary Way, Joshua Tree, CA 92252. The meeting was called to order by President Klopfenstein at 9:05 AM.

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

Others present: Kathi Klopfenstein (general member), Ed Keesling (general member). Esther Shaw (general member) joined the meeting at 10:00 AM.

QUORUM was established.

DIRECTORS' REPORTS:

Chair moves to either accept or reject agenda proposal and contract by Rhonda Coleman to act as facilitator during the Board of Directors' Retreat and Organizational Planning Meeting scheduled for this date at 10:00 AM. Seconded. Morehead in favor of accepting, remainder of Board votes to not accept proposed agenda and contract due to the lateness of the proposal.

Chair indicates that Coleman has stated her willingness to meet with the group in the future to discuss how she could assist the Board of MBCAC.

President Klopfenstein proposes that new e-mails be created for each new topic, rather than adding them to the email string of a topic already in progress. This practice would make it less likely that new topics are missed. VanVliet proposes limiting between-Board-meeting e-mails in

order to make the e-mail traffic more manageable, and perhaps to refrain from weekend e-mail discussions altogether. Important points for discussion by the Board should be sent to the President for inclusion in the following month's Board meeting agenda.

Chair indicates there is a request from Yucca Valley Hi-Desert Nature Museum to set the dates for the 2015 OSAT. Discussion ensues, and a decision is tabled until the upcoming OSAT meeting on November 17, 2014.

VICE PRESIDENT'S REPORT: Vice President Davis gives a brief description of catalog distribution efforts to OSAT advertisers and to various locations in Palm Springs during the weeks leading up to the Tours.

SECRETARY'S REPORT: Motion by the Chair to approve the Minutes of the October 8, 2014 Board Meeting. Seconded and carried without dissent.

TREASURER'S REPORT: Treasurer Geiger distributes 3 written reports, incorporated by reference herein. In general, the MBCAC is solvent and has enough reserves – in the neighborhood of \$11,000.00 - to cover ongoing expenses until the next round of income generated by OSAT 2015 application fees and catalog advertisements next spring. All OSAT 2014 invoices have been paid, with funds still accruing from the 5% commission sent in by participating tour artists. Geiger proposes closing the PayPal account and replacing it with a shopping cart on the MBCAC's website in order to avoid going through a 3rd party for processing income. Web site contractor Jim Harvey can add this application for a fee of \$45.00 when he starts building the OSAT application page in the near future.

Motion to cancel PayPal account is seconded and carries without dissent.

Discussion ensues regarding the need for two phone lines in the MBCAC Hallee Rd. office. Geiger proposes canceling one line, VanVliet proposes that Geiger negotiate without Board involvement so long as the cost is below \$70.00 per month. **Motion** is made and seconded and carries without dissent.

Geiger refers to separate Gallery 62 report which includes the one-time expenses of upgrading the space and other start-up costs. Gallery 62 is

holding its own after the first 8 months of activity. It is pointed out that one of the side benefits of membership in the MBCAC is the ability of members to show their work at the Gallery, even if the artists choose not to participate in the Open Studio Art Tours.

Treasurer requests that the President sign 10 checks at a time in order to have them ready for her signature as needed to cover ongoing disbursements. QuickBooks Online has been acquired, and will be helpful in streamlining future financial reports once fully integrated into the Corporation's accounting process. All treasurer-related inquiries should be sent to treasurer@mbcac.org.

MEMBERSHIP REPORT: Director Dennison reported having received 2 renewals. Membership lists from old website have been uploaded into the membership directory page on the new MBCAC website, however, the MBCAC office computer lacks up-to-date software programs (Microsoft Office, Adobe Reader) that enable translating from the old lists. Director Morehead **moves** for Dennison to make a list of needs and costs to update office computer and to report via e-mail with items and price points. Seconded and carried without dissent. Treasurer Geiger recommends going through **techsoup.com** in order to purchase programs at reduced cost. The purchase of a flash drive for the office is authorized.

Newsflash: Director VanVliet expresses appreciation to Dennison for her work on the Newsflash each month, but indicates that more input is needed from other Board members. The material should be e-mailed to Dennison at info@mbcac.org with "Newsflash" in the subject line. The submission deadline is the Wednesday preceding the first Friday of each month.

ART STORE: Director Dennison reports that she is able to keep the store open one day a week, on Tuesdays, and that she on occasion is able to put in additional time. The two individuals who had agreed to go by the store to be interviewed did not follow through, and there are no prospects for additional store help at present. Vice President Davis suggests that the two individuals be contacted again, and that perhaps students at the art program at Copper Mountain College could be contacted regarding volunteer work at the art store.

A proposal is made to hang a wall file by the cash register with individual files for each Director, so that incoming and outgoing correspondence can be better organized. Anything placed in the blue box should also be identified with the names of the person delivering and the intended recipient.

MARKETING: Director Morehead reports that the marketing efforts preceding the OSAT had a positive impact on the 2014 Open Studio Tours. Morehead suggests that the sign-in sheets be used to track where Tour visitors hailed from, in order to determine which areas to target with 2015 OSAT advertising. Director VanVliet mentions that plans are already in motion to do so. Volunteer member Donna Eastman is already starting on this project and will create a report once sheets are in.

GALLERY 62: Treasurer Geiger provided a detailed Gallery 62 Statement of Activity from March through October 2014, incorporated by reference herein. One piece was sold by the Gallery during the Art Tours first weekend and several items sold during the second weekend. Reports came back from the gallery sitters who worked during the Tours weekends that many people came in to get catalogs and information about the Tour.

The landlord has sold the entire complex where the Gallery is located. The identity of the new owner is unknown, as is the new lease situation. Escrow is to close in the middle of November 2014. One-half of the monthly rent has been returned to the President, and will be held until the new situation becomes known.

Gallery Director VanVliet reports that she has been approached by artists who would like to put on a solo show at the Gallery. The consensus of the Board is that so long as the monthly income and “gallery-sitting” is maintained at the same level as during group shows, a solo could be entertained. However, given the unknown lease situation at this time, the artists in question should be informed that a final decision is pending, depending on the outcome of negotiations with the new landlord.

EVENTS: Director Beattie reported on the Art Tours closing party at Furstworld on 2. November 2014 as having been a highly successful

event. Around 90% of the guests paid the \$10 gate fee, which enabled Furst to compensate each musician and the lighting director \$100.00 each. None of the proceeds were earmarked for the MBCAC. MBCAC expenses for the closing party were nominal (\$50.00).

Organizational Planning Meeting/Retreat:

To immediately follow the adjournment of this Board meeting on this date.

ART TOUR COMMITTEE'S REPORT: Gallery 62 Director VanVliet has formulated a questionnaire to be e-mailed to all Tour participants over the weekend. Director Morehead suggests including a question as to whether visitors had commented on other studios/artists on the Tour. A comprehensive OSAT report including survey responses will be presented during the Art Tour Committee's meeting scheduled for November 17, 2014.

NEW BUSINESS:

The date for website training has been set for 11. December 2014, at 10 AM at the Corporation's headquarters on Hallee Road. New member, metal artist Arthur Comings has offered to assist the MBCAC, and will be present at the website training on Dec. 11 as well as three others who are current volunteers. The plan is to get the new website to a "self managed" state where a small team of volunteers update on an ongoing basis as needed.

NEXT MEETING: The next meeting of the Board of Directors will be held on December 10, 2014, at 4:00 PM at the Corporation's usual place of business.

There being no further business, the meeting was duly adjourned at 10:30 AM.

These Minutes are certified by the Secretary.

Signature

Date