

**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 **October 14, 2015**, at Gallery 62, 61871 Highway 62, Joshua Tree, CA 92252. The previously set location for the meeting, Center for Healthy Generations, 57121 Sunny Slope Drive, Yucca Valley, CA 92284, had become unavailable due to structural issues, and Board members were duly notified via email of the new venue at Gallery 62. The meeting was called to order by President Klopfenstein at 5:10 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), Anne Beattie (Member Events Director), Scott Doten (Communications Director).

Not present: Marketing Director Paul Morehead, who tendered his resignation via email dated August 5, 2015.

Others present: Kathi Klopfenstein (Art Tours Registrar), Ed Keesling (Art Tours committee member), MBCAC members Rebecca Unger and Steve Pokras, and Joshua Tree Chamber of Commerce President Bill Vincent.

QUORUM was established.

DIRECTORS' REPORTS:

PRESIDENT'S REPORT:

The utilization of Gallery 62 for future Board meetings was suggested. It was pointed out that this location is accessible to the public, and that during warmer months, Board meetings could be held in the patio adjacent to the Gallery.

The President requested that any Board members who may be considering leaving the Board stay through the end of 2015, so that the wisdom gained over the previous year(s) can become part of a greater discussion. President Klopfenstein reminded Board members of the September Board meeting **ACTION ITEM** for the **November** meeting: each Board member to bring a written description of their position at present, incorporating the duties envisioned in the By-laws as applicable. The purpose is to identify the skills needed for each Board position and the investment in time this volunteer activity represents. Future discussions should include possible new structures for the Board and the Art Tours committee, titles of Board and committee members, the process by which the 2016 Art Tours budget is to be created; updating the Art Tours application to include specific volunteer hours to be worked and that this be made a required field on the application. Examples were given of cooperative galleries and Art Tours where participants are required to put in a certain number of hours in order to participate.

Reference was made to the number of boxes of Art Tours 2015 catalogs remaining (34) and a new radio spot via Copper Mountain Broadcasting, both over the airwaves and on the internet, with broadcasts both in the high and low desert.

VICE PRESIDENT'S REPORT:

Vice President Davis reported that she continues to distribute Art Tours catalogs, and that she will make sure that each distribution center has a stack ready for the tour weekends. Other members have distributed catalogs to the Palm Springs Public Library, Ontario, and Redlands.

SECRETARY'S REPORT:

The Minutes of the September 9, 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. A motion to adopt the September minutes as amended was seconded and carried without dissent.

TREASURER'S REPORT:

Treasurer Geiger reported that the low-impact grant that she applied for on behalf of the MBCAC was imminent based on a letter she received

on 9/18/2015 stating that all approvals had been obtained and that an advance payment was being processed by the State Controller's Office.

Geiger provided several written transaction reports covering January through September 2015, incorporated herein by reference. She stated that there are slight discrepancies between the Quickbook figures and accounting provided by Wild Apricot regarding membership and Art Tours registration revenue, and that she will work with Registrar Klopfenstein and Director Knight to conciliate the reports. **ACTION ITEM.** Geiger also provided a Profit & Loss by Class report for the same time period, showing total MBCAC expenditures of \$47,559.34 and net revenue of \$7,997.99. Two additional reports detailing Art Tours advertising & promotion and printing & copying were provided.

MEMBERSHIP DIRECTOR'S REPORT:

Director Knight provided a written report, incorporated herein by reference. Active membership currently stands at 232, 46 have lapsed, 47 renewals are overdue, there have been 2 renewals and 10 new member since the last Board meeting. Emails are being sent out 2 weeks ahead of expiration date, one week before, and on the day of expiration.

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

COMMUNICATIONS DIRECTOR'S REPORT:

Director Doten reported that currently the Hwy 62 Art Tours Facebook group page membership stands at 1300+ members. He continues to update the artwork on the MBCAC home page's carousel of images, and is now able to successfully upload the monthly Board meeting minutes to the MBCAC website.

Discussion ensued as to who would be in charge of the MBCAC website. MBCAC member Steve Pokras was present and had previously offered his services. However, given the nature of the website, the lack of a comprehensive list of logins and passwords, and certain software requirements, he has to date not been successful in accessing the website through the back door in order to work with it.

It was reported that website hosting was renewed for another year through CDR, allowing for more time to decide how to proceed with the overall website issue.

MARKETING:

Vice President Davis has been covering the position as there is no Marketing Director at this time. She has been distributing boxes of Art Tour catalogs to various venues both in the high and low desert, and plans to intensify the distribution during the days remaining before the Art Tours. Discussion ensued as to venues and quantities of catalogs to be distributed.

GALLERY 62 REPORT:

President Klopfenstein presented a written report compiled by Gallery 62 Director Jennifer Henning, incorporated herein by reference. Exhibition participants for September were Valerie Davis, Doug Dolde, Ed Keesling, Bonnie Ruttan and Chari Godakanda, and the show ran 4-28 September. Two items were sold during the month.

The current exhibition is a MBCAC members' group show, which will run from 2 October to 1 November. The November 2015 exhibition will feature Janis Commentz as the lead artist.

President Klopfenstein indicated he would make contact with the gallery director to discuss the needs of the gallery (telephone, distribution of information to new members, whether a committee should be formed to handle various aspects of running the gallery, etc.)

ACTION ITEM.

ART TOURS COMMITTEE:

Art Tours Director VanVliet again addressed several items regarding the upcoming Tours. It was reported that the Collective Show at the 29 Palms Gallery had a good turnout for the opening on October 2. There are 60 entries in the show and the gallery has covered all open times, and will keep open 9-5 during Art Tours weekends.

Director VanVliet displayed copies of advertising to date, and a stack of contacts that were made and should be kept in mind for OSAT 2016. It appears that the 2015 OSAT has received four times as much advertising as past Art Tours.

An artists' survey is scheduled to go out one week after the end of the Art Tours. VanVliet referenced an updated survey that she had put together based on last year's survey. There will be some new questions such as shared studios vs single, location, sales volume as compared to last year, rating of advertising done this year, quality of catalog, insert map, and feedback from visitors, among others. The feedback from the survey will be used for ideas toward the 2016 OSAT.

In closing, VanVliet again stressed the need for additional volunteers for next year's Art Tours. An Art Tours director, financial officer, writers, editors, communications (Facebook and website), ad sales (marketing), registrar, images, among others will be needed if there is going to be an Art Tours in 2016. Some, but not all would be Board positions, others would form part of various committees.

EXHIBITIONS:

Vice President Davis reported that she had taken over the responsibility for exhibitions at Pie for the People.

Davis will contact MBCAC members via email regarding availability to assist with covering other venues (29 Palms Creative Center among others) and report back. **ACTION ITEM.**

Discussion ensued regarding the San Bernardino County Building in Joshua Tree coordinated by MBCAC member Esther Shaw. It was recommended that no further shows be held at that location due to its inconsistent availability and lack of staffing. Davis will contact Esther Shaw with the request to switch to one of the other venues currently in need of management. **ACTION ITEM.**

NEW BUSINESS:

Joshua Tree Chamber of Commerce President Bill Vincent spoke about the Chamber's holiday market scheduled for Black Friday and the weekend following (Nov. 27, 28, 29). Twenty-seven vendors are expected. Booths are available at \$150.00. Rebecca Unger described the event in greater detail and as an opportunity to highlight the MBCAC. Responses are needed by the end of the month of October. Registrar Klopfenstein suggests that an announcement be placed in the November Newsflash to advertise the event. **ACTION ITEM.**

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on Wednesday, November 11, 2015 at 5:00 at Gallery 62, 61871 Highway 62, Joshua Tree, CA 92252.

There being no further business, the meeting was duly adjourned at 7:00 PM.

These Minutes are certified by the Secretary.

Signature *Lenne Rosen-Kabe* Date Nov. 11, 2015