

**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 September 10, 2014, at the corporation's place of business. The meeting was called to order by President Klopfenstein at 4:05 PM.

Board Members Present: Paul Klopfenstein (President), Valerie Davis (Vice President – via Skype), David Spickard (General Board Member), Paul Morehead (Marketing Director), Laura Dennison (Membership Director), Alita VanVliet (Gallery Director), Scott Doten (Communications Director, Interim Treasurer), Anne Beattie (Director of Member Events), Lenne Rosen-Kabe (Secretary). Director Doten indicated that he would need to depart at 4:30.

QUORUM was established.

Others present: , Kathi Klopfenstein (general member), Marcia Geiger (Interim Bookkeeper), Michelle Granton (new art store volunteer)

Motion to approve the minutes of the August 18, 2014 Board Meeting. Seconded and carried without dissent.

PRESIDENT'S REPORT:

Passwords – President Klopfenstein raised the need to locate all accounts that have the MBCAC attachment and to store all in the same place.

It was agreed that all passwords under Board authority should be sent to the President via e-mail immediately.

Dennison commented that during the website meeting with website contractor Jim Harvey, he recommended that all passwords be kept together in a vault or security deposit box at a bank.

VICE PRESIDENT'S REPORT:

Vice President Davis reported that the check from Artfx was missing. The 3rd check from Robert Rico is likewise unaccounted for, Board recommended he stop payment and send a new check when able to do so.

TREASURER'S REPORT:

Interim Treasurer Doten reported a total bank balance of approximately \$33,000.00. Full accounting has not been finalized as yet. Approximate figures of income and expenses were discussed, and need to know precise status of account was stressed by VanVliet, in the face of impending expenditures due to catalog printing, local advertising, etc. Request by Board to have bookkeeper Alexander Poulakis e-mail statement of account to President as soon as possible.

Doten brought up the need to file for DBA, both for MBCAC and Gallery 62. VanVliet stated that former Treasurer Miriam Taylor was expected to place announcement in a newspaper. VanVliet gave paperwork to the President who will contact Taylor to find out status.

MEMBERSHIP REPORT:

Director Dennison reported not having received any additional membership requests, however, she does not have the password to check the PayPal account. She reported having finished her review of memberships from 2010-2012, the goal being to eliminate stacks of paper by inputting everything into a database. It was decided there was no need to go further back in time, but that a search should be undertaken to identify any members who may have bought lifetime memberships. Dennison suggested, and the Board approved, that the Newsflash be increased to twice a month prior to the Art Tour.

COMMUNICATIONS:

VanVliet indicated that she has been attempting to be put on as administrator for the MBCAC Facebook page. She stated that to her knowledge, no one on the current Board has those rights. The goal is to have new website interact with Facebook.

Website update:

VanVliet showed the MBCAC website (in progress) on her laptop, discussing various aspects thereof. Interim bookkeeper Geiger, website contractor Harvey, and Membership director Dennison are updating the membership page for the website. There will be various links between

the website and the Art Tours catalog. Geiger requested that a link to the website in progress be e-mailed to those present for closer study. VanVliet agreed and sent via email.

MARKETING: Director Morehead reported that the ad for October had been submitted to Palm Springs Life magazine, in addition to the ad currently in the September issue of South West Art magazine. Digital files for the catalog have been delivered to the low bidder, VIP Printing, and should be ready by the 3rd week of September. Eleven thousand catalogs were ordered. Thus far, two individuals have offered to help distribute the catalogs – one in Old Town, and another one in the Los Angeles area. Morehead will assist Davis to cover downtown Palm Springs and the Coachella Valley. General Member Kathi Klopfenstein will handle the Palm Springs Visitors Center and the Desert Art Center.

ART TOUR COMMITTEE'S REPORT:

VanVliet discussed latest updates including the fact that there were plans for an online Art Tours catalog on the new website and that general member Donna Eastman is working on a mobile app for the Art Tours. VanVliet also reported that information center banners, poster, and directional signs for artists have been ordered. Directional signs for artists will be available at the opening of the collective show on Oct. 3 at the Nature Museum, 6 per artist with additional signs available for \$2 per sign. VanVliet reported contact from the new exhibits curator at the Hi-Desert Nature Museum, requesting additional information in order to promote the collective show. Also, this year's collective show is listed as an event in the catalog, which will give it further promotion. Once catalogs are available, an e-mail will be sent to participating artists to announce their arrival – with the notification that if more catalogs are desired and they are willing to help distribute them, that the artists should contact the Board to make arrangements ahead of time.

STORE:

Spickard reported that the Blick account has been straightened out and is current. The Board was advised of the practice followed in the store regarding incoming bills and payments. The need to refine the consignment policy for the store was brought up by Dennison.

Recommendation by Morehead: Spickard to put together a motion for the Board's consideration during the October Board meeting on the subject of store management, inventory, consignments, and sales. President Klopfenstein appointed Spickard to head up proposal for October board meeting.

GALLERY 62: Gallery Director VanVliet provided a detailed Gallery 62 Income and Expenses Report, dated 9/10/2014, incorporated by reference herewith.

EVENTS:

Director Beattie will assist with the closing party at Furstworld, and will inform Bobby Furst that the Board will not authorize expenditure of MBCAC funds for entertainment. He is however free to charge a gate fee to visitors other than participating artists, and use the proceeds as he sees fit, with none of the proceeds going to MBCAC. This arrangement had already been discussed with Furst during the last Art Tours Committee meeting in August.

OLD BUSINESS:

Motion by Dennison to keep store water cooler. Seconded and passed without dissent.

NEW BUSINESS:

Deceased artist Jackie Angrove's remaining paintings. Ways to help Angrove's friend Barbara Finnegan with placing/disposing the artwork was discussed. VanVliet will report back to Finnegan that the Board is considering various alternatives and request a proposal be sent to the Board for review.

Retreat:

The date of November 15 was agreed on. Locating a venue for the full-day event was discussed, Director Beattie will follow up. Hiring of facilitators such as Rhonda Coleman and/or Chuck Caplinger was brought up, VanVliet will explore further via e-mail. Topics for discussion during the Retreat were brought up, such as the focus of the MBCAC, its goals and functions; art seminars – artists speaking on specific topics. It was agreed that the Retreat should be revenue neutral.

NEXT MEETING: The next meeting of the Board of Directors will be held on Wednesday, October 8, at 4:00 P.M., at the corporation's place of business.

There being no further business, the meeting was duly adjourned at 5:30 P.M.

These Minutes are certified by the Secretary.

Lenne Rosen-Kabe

October 8, 2014

Signature

Date