

**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 9, 2015** at the Center for Healthy Generations, 57121 Sunnyslope Dr., Yucca Valley, CA 92284. 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), Anne Beattie (Member Events Director), Scott Doten (Communications Director).

**Not present:** Marketing Director Paul Morehead, who tendered his resignation via e-mail dated August 5, 2015.

**Others present:** Kathi Klopfenstein (Art Tours Registrar), Ed Keesling (Art Tours committee member), and MBCAC members Mike Fagan, Robert Shaw, Lana Shaw, Janis Commentz, Deane Locke, Sharon A, Davis, Stella Vognar, Victoria Rothlisberg, Sherry Killam, Tony Milici.

**QUORUM** was established.

**DIRECTORS' REPORTS:**

**PRESIDENT'S REPORT:**

The President introduced the members of the Board to those present, and welcomed all to the new location for Board meetings. He indicated that Board meeting would be held at this location for the foreseeable future on the second Wednesday of each month, starting at 5:00 PM. The President went on to describe the vacancies and encouraged those present to consider joining the Board or one of its committees. Current vacancies include the position of Marketing Director and that of

Webmaster, which is part of the Communications Committee headed by Director Doten. Klopfenstein indicated that the Board had created positions not envisioned in the By-laws, and that each Board member should write a description of his or her position. Secretary Rosen-Kabe proposed an **ACTION ITEM** for the November Board meeting: each Board member to bring a written description of their position, incorporating the duties envisioned in the By-laws as applicable.

Art Tours Director VanVliet distributed the last available batch of the save-the-date cards for the 2015 Art Tours. She indicated that posters were available for Art Tours information centers and other businesses that advertise the Tours in limited numbers and that they would be distributed as requested.

**VICE PRESIDENT'S REPORT:**

Vice President Davis reported that she continues monitoring the [info@mbcac.org](mailto:info@mbcac.org) e-mail account. However, the Corporation's computer is in need of repairs and will be taken to the shop. Director VanVliet will monitor the [info@mbcac.org](mailto:info@mbcac.org) e-mail account in the meanwhile.

**SECRETARY'S REPORT:**

The Minutes of the July 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.

A motion to adopt the July minutes as amended was seconded and carried without dissent.

**TREASURER'S REPORT:**

Treasurer Geiger reported that she had been absent for most of the month of August, and would present a full report during the October 2015 Board meeting. She reported that the current bank balance was around \$35,000.00. Director VanVliet will give invoices for ads and Art Tours related liabilities to Geiger for payment.

Treasurer Geiger reported that the low-impact grant that Geiger applied for on behalf of the MBCAC had been awarded in the amount of \$6,800.00, and the Corporation is expecting to receive a check mid-month. A webinar on how to apply and use such grants is being

presented on September 15, and she plans on viewing the webinar. Director Geiger went on to read a letter she received from the Morongo Basin Unity Home for Victims of Domestic Violence which is holding an event at the Joshua Tree Community Center. Sponsorships in varying amounts are available. Director VanVliet pointed out that this was not an art related activity. President Klopfenstein solicited input from the Board members present, and a unanimous decision was made not to contribute at this time.

Treasurer Geiger requested that a position be created on the Art Tours Committee to handle membership and registration income. She pointed out that it was impossible for one person to handle all the sales from the gallery and various exhibits plus the Art Tours related income. The title proposed is Art Tours Financial Officer to sit on the Art Tours Committee. She will re-address this issue during the October Board meeting. **ACTION ITEM.**

**MEMBERSHIP DIRECTOR'S REPORT:**

Director Knight provided a written report, incorporated herein by reference. Active membership currently stands at 223, 46 have lapsed, and there have been 3 renewals. Emails are being sent out 2 weeks ahead of expiration date, one week before, and on the day of expiration. Knight indicated that she is working on instructions on how to update profiles on the MBCAC membership page, 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 1116 members. He continues to update the artwork on the MBCAC home page's carousel of images, however he has not been able to upload the monthly Board Minutes, and had again asked web designer Jim Harvey for assistance.

**MARKETING:**

Vice President Davis has been covering the position as there is no Marketing Director at this time. She plans to pass out save-the-date cards on El Paseo in Palm Desert during the upcoming days.

### **GALLERY 62 REPORT:**

President Klopfenstein presented a written report compiled by Gallery 62 Director Jennifer Henning, incorporated herein by reference. The report highlights gallery shows from June 2015 through September 2015 with the gallery closed during the month of July. The month of October will be devoted to a members' exhibition; the November exhibition will have Janis Commentz as lead exhibition artist. Stella Vognar will lead the December show, Hiroko Momii has signed up to be the lead in February, 2016. The months of January, March, April and May, 2016 are still open, and the month of June will again be devoted to a group exhibition by MBCAC members.

### **EVENTS:**

The decision has been made not to hold a MBCAC sponsored closing party. Janis Comments reported that she had sent out inquiries to 15 different art tours in the US and has found out that none of these organizations sponsor closing parties.

### **ART TOURS COMMITTEE:**

Art Tours Director VanVliet addressed several items regarding the upcoming Tours. She displayed a copy of the Art Tours catalog, currently at the printers. 10,500 catalogs have been ordered this year, the bulk of which will be distributed among 13 information centers, located in the high desert, Palm Springs, and Palm Desert.

Unlike previous years' catalogs, the OSAT 2015 catalog will have a folded, detached map. It was discovered that a studio marker error had occurred on the map after production was well underway. The artist involved had already been contacted and the issue was addressed.

She went on to highlight the aggressive networking and marketing taking place this year. The Palms to Pines magazine, with 40,000 subscribers, carries a full-page ad during September and October. A two-page article regarding the Tours was also included, both in the paper copy and in the on-line version of the publication. The September issue of Southwest Art magazine has an ad; the Palm Springs Guide will have an ad in their October issue; the High Desert Star, Desert Trail and

the Sun Runner will carry ads starting in late September. The Desert Sun of the lower desert has a ¼ page ad.

The Los Angeles Times will carry a ¼ page color ad running about a week before the Tours, covering the southeast LA basin, southwest LA basin (Long Beach, Torrance, San Pedro) and all of Orange County and the Inland Empire.

Other publications carrying the LA Times ad are the Daily Pilot (Newport Beach, Corona Del Mar, Costa Mesa, Irvine), the Laguna Coastline Pilot, and the OC Weekend Paper.

VanVliet added that the local papers and the Coachella Valley paper will list the locations to pick up Tour catalogs.

Additionally, with the help of Art Tour Committee member Tami Roleff a recorded ad was created for radio station Z107.7 which will start broadcasting September 23rd. It is a 45-second spot 5 times a day, 5 days a week for 4 week. The ad will also run once in the evenings on weekends through the second weekend of the tours.

Ed Keesling spoke about the Collective Show, including intake dates and requirements for delivering work to this year's location, the 29 Palms Art Gallery in Twentynine Palms. The opening is scheduled for the evening of October 2, with background music and finger foods (contributed by the exhibitors). The gallery will hold extended hours during the Art Tours weekends, 9-5. MBCAC members are invited to help man the gallery during those weekend hours.

The budget of \$200.00 for music was put to the vote, seconded, and unanimously approved.

The pick-up date of unsold work from the gallery is Sunday November 1, 2015.

VanVliet addressed the Art Tours budget, indicating that some items had come in below budget whereas the catalog printing cost had run over due to the greater number of pages in the 2015 catalog. The 2015 income from Art Tours registration exceed the projected amount, and

\$10,850 has come in from purchases of ads in the catalog. Including the grant (California Arts Council Low Impact Grant), the Art Tours anticipates an overage of around \$11,420.00.

In closing, VanVliet stressed the need for additional volunteers for next year's Art Tours. The graphic designer may again be available to work on the catalog. However, writers, editors, communications (Facebook), ad sales (marketing), registrar, images, to name a few, 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.

The Treasurer proposed a cut-off date of February 2016 for sufficient volunteers to sign up if OSAT 2016 will be planned. Various other suggestions were made, such as including a check-off box on next year's Art Tours application indicating the specific tasks where a prospective applicant would provide volunteer hours, and making it a required field before an application could be submitted.

#### **EXHIBITIONS:**

Vice President Davis reported that she had taken over the responsibility for exhibitions for Pie for the People and 29 Palms Creative Center upon the resignation of the Marketing Director. The last show of MBCAC members at the 29 Palms Inn comes down on January 4, 2016. The Creative Center also has 2 artists scheduled from November 2 through January 4, 2016.

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. The suggestion was made to contact Esther Shaw with the request to switch to one of the other venues currently in need of management such as Pie for the People or the 29 Palms Creative Center. **ACTION ITEM**

Janis Commentz spoke about the Joshua Tree Branch Library exhibits. The Friends of the Library and MBCAC sponsor an artist each quarter. Krista Wargo is the current exhibitor. Jennifer Palmer Lacey is scheduled for January, followed by Diana Shay Diehl, Robert Arnett, and

Ray Lamb. She commented that the Library has invested in a new hanging system to better display the work, and that the food at the opening reception is paid for by the Friends of the Library.

**NEW BUSINESS:**

The websites, newsletters, event calendars, and directories of all Morongo Basin chambers of commerce need to be checked, since the MBCAC now belongs to each of them. Director VanVliet has contacted the Joshua Tree Chamber of Commerce to update their information regarding MBCAC. Sharon A. Davis indicated that she will check with the Yucca Valley Chamber, and she will also assist with catalog distribution. **ACTION ITEM**

Secretary Rosen-Kabe raised the monetary compensation of the Art Tours Director, indicating that it is allowed under the by-laws and that there is precedent. The compensation would be paid after the completion of the Art Tours and any follow-up meeting. Discussion ensued and various proposals were considered. Events Director Beattie moved to assign \$5,000.00 dollars as compensation for the 2015 Art Tours, and to consider additional options further down the line. The motion was seconded and carried unanimously, with Director VanVliet abstaining.

Rosen-Kabe also proposed advancing the publication of the Newsflash to the day of Board meetings and posting announcements on the MBCAC website and the Facebook page with the date, time, and location of the meeting. The purpose would be to inform and remind interested MBCAC members to attend those meetings.

It was agreed that a separate announcement would be sent to the MBCAC membership the day prior to the monthly Board meetings, including the agenda items to be taken up during the meeting. Membership Director Knight will handle the announcement. **ACTION ITEM.**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on Wednesday, October 14, 2015 at 5:00 at the Center for Healthy Generations, 57121 Sunnyslope Dr., Yucca Valley, CA 92284.

There being no further business, the meeting was duly adjourned at 7:23 PM.

These Minutes are certified by the Secretary.

Signature Lenne Rosen-Kabe Date 10/14/2015