

**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 **March 9, 2016**, at the new Gallery 62, located at 61607 Twentynine Palms Highway, Joshua Tree, CA.

The meeting was called to order by President Klopfenstein at 5:04 PM.

**Board Members Present:** Paul Klopfenstein (President/Chair), Valerie Davis (Vice President), Patricia Knight (Membership & OSAT Director), Lenne Rosen-Kabe (Secretary), Marcia Geiger (Treasurer), Anne Beattie (Member Events Director), Scott Doten (Communications Director), Janis Commentz (Gallery Director,) Ed Keesling (Director at Large).

**Others present:** MBCAC members Penelope Beson-Wright and Hiroko Momii. Visitors David and Elena Falossi and son.

**QUORUM** was established.

**DIRECTORS' REPORTS:**

**PRESIDENT'S REPORT:**

President Klopfenstein announced that Member at Large Doug Dolde had resigned for personal reasons.

Congratulations were extended to Penelope Benson-Wright for earning third place in the 29 Palms Gallery members' show.

The President announced that Gallery 62's next door neighbor, Unity Home will be vacating the premises, and that he had been contacted by property manager Bill Benson regarding possible interest by other artists or galleries in taking over the space.

A few items having to do with Gallery 62 were brought up next: the urgent need for a gallery sign on the marquee above the gallery – to be printed on vinyl or wood and weatherproofed – discussion moved to

New Business; all artists showing in the main gallery rooms (Featured Artist, Signature Artist) need to sign up for at least two gallery-sitting slots during intake of their artwork; the Members' Gallery exhibitors are also required to sit the gallery as needed.

The desirability of matching JTAG open hours was briefly discussed, no decision was reached.

**VICE PRESIDENT'S REPORT:**

Vice President Davis, no specific report. Davis mentioned that she would like to relinquish her position to another MBCAC member.

**SECRETARY'S REPORT:**

The Minutes of the February 10, 2016 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 February minutes as amended was made, seconded, and carried without dissent. The Secretary will email the approved and signed Minutes to Communications Director Doten for posting to the MBCAC.org website (under Board Minutes.)

**TREASURER'S REPORT:**

Geiger handed out a monthly treasurer's report for the month ending February 29, 2016 incorporated herein by reference. The corporation remains solvent.

Treasurer Geiger next addressed the status of the corporation's storage unit. The lease is month-to-month, and notice to quit must be given 10 days in advance of vacating the unit, in writing, and no later than by the 21<sup>st</sup> of the month in order to avoid an additional month's rental charges and forfeiture of the security deposit. The automatic payment from Bank of America has to be canceled before the 25<sup>th</sup> of the month,

**ACTION ITEM.**

Discussion ensued as to what to do with the contents – donate, recycle, or trash. The President will reach out to the membership for assistance with the emptying of the storage unit before the end of the month.

**MEMBERSHIP DIRECTOR'S REPORT:**

Director Knight provided a written report, incorporated herein by reference. As of this date, MBCAC membership stands at 230 active members.

Knight indicated that she continues working on a tutorial to be included in the membership page of the MBCAC.org site. Twenty of the pages containing screen shots will be converted into a pdf document. When ready, the tutorial will be included in the “welcome email” to new members and in the Newsflash. Knight indicated that she expects to finalize the project by April 1, 2016, **ACTION ITEM.**

A suggestion was made to add a button to the website where members could pay their 5% due on OSAT sales, Knight will look into it, **ACTION ITEM.**

Knight presented her design for new MBCAC business cards; adopted unanimously.

Treasurer Geiger proposed making rubber stamps or in the alternative, labels for the OSAT Director and other Board members to be used for the new business cards. The matter was continued as an **ACTION ITEM** for the month of April.

Artwork title cards was addressed next, and Gallery 62 Director Commentz agreed to handle. Vice President Davis, also in charge of Art in Public Places, indicated that she wanted to be in charge of making the title cards for the installations that she handles. Commentz will email the card template to Davis, **ACTION ITEM.** It was agreed that using the silk coated paper from Oasis was the best look for the cards.

A poster to be displayed in Art in Public Places exhibitions had been created and presented during last month’s board meeting. A slight modification to make some of the text more legible was suggested, and Knight presented a revised poster. President Klopfenstein moved and the Secretary seconded the motion to accept the revised poster. Adopted unanimously.

An on-line application to be filled in by individuals looking to have their memberships sponsored was tabled to April, **ACTION ITEM.**

### **COMMUNICATIONS DIRECTOR’S REPORT:**

Director Doten again voiced his view that creating new Facebook pages is unnecessary in view of the current Hwy 62 Art Tours FB pages having 1463 members. Gallery 62, and the MBCAC also have FB pages in

addition to websites. Discussion ensued, with Director Knight pointing out the advantages of having a business page on FB since the current Hwy 62 Art Tours page consists of artists who open up their studio, not their business. Several differences between a business page and the existing pages were brought up. President Klopfenstein requested that Directors Doten and Knight make a chart of the pros and cons of a business page and the current pages, to be presented to the Board during the April board meeting, **ACTION ITEM.**

**MARKETING:**

No report in the absence of a Marketing Director.

**GALLERY 62 REPORT:**

The Gallery transitioned from a Director to a committee in January, 2016. Gallery Director Commentz expressed her appreciation to the Gallery Committee, which met on February 27 to decide how to divide up the new gallery space. It was agreed to keep the back room for all members to exhibit their work on a monthly rotation of first come, first served. The two larger rooms in the middle of the gallery will be used for “Featured Artist” shows, with the front triangular room set aside for a “Signature Artist” who will be able to have a solo show or invite one additional artist to split the fee of \$200.00 per month.

Director Commentz went on to give a brief overview of upcoming shows. The March show has been installed and ready for opening night during the monthly Art Crawl. The April show’s theme is “Desert Spring”, and artists have been lined up with Director Commentz as the coordinator. MBCAC artist Zara Kand is the point person/coordinator for the May show. Zara Kand is also the coordinator of the collective show at the 29 Palms Gallery during the Open Studio Art Tours in October. Secretary Rosen-Kabe has offered to help with the collective show, but additional volunteers are needed.

Commentz indicated that she is compiling a list of all MBCAC artists to make it easier contact prospective show participants. Suggestions of names for upcoming shows are welcomed. A Gallery Committee meeting is set for next Monday, and she envisions meeting once a month at the Gallery.

## **ART TOURS COMMITTEE:**

Art Tours Director Patricia Knight passed out various materials for the 2016 OSAT and spoke about the marketing of the Tours. She indicated that the motorcycle group Babes Ride Out are regular visitors to the Morongo Basin, and that some stopped by Art Tours studios last year. They have offered to generate a blog post regarding the 2016 Tours. The blog will reach all members of their world-wide organization.

MBCAC member Penelope Benson-Wright recommended reaching out to the Joshua Tree Retreat Center which may be a stop during the Tours, based on discussions with some of the Center's members, **ACTION ITEM.**

The location of the collective show was discussed. It was agreed that Gallery 62 was not large enough to host the show and that the 29 Palms Gallery would be preferable, having successfully hosted the collective show and the preceding artists' gathering last year. Board member Keesling observed that the 29 Palms Gallery's schedule is set in May, and they would be happy to host the collective show. Zara Kand who is in charge of the collective show committee will follow up.

Director Knight next presented the OSAT 2016 catalog cover designs which she and designer Melissa Sabol had worked on over a period of two months. She indicated that the Art Tours committee had agreed unanimously on one particular design. The Board recommended slight modifications, and Knight agreed to take it before the design committee and report back in April, **ACTION ITEM.**

Knight indicated she would fill out the 2016 application for the Local Impact Grant that was awarded to the MBCAC in 2015 by the California Arts Council, **ACTION ITEM.**

A discussion regarding the OSAT registration fee structure followed. The rates were set as follows: Individual artist, one weekend \$170, both weekends \$210. Artists sharing studios, one weekend \$140, both weekends \$170. The fee structure was seen as encouraging artists to share studios in order to draw more visitors.

Knight indicated she needed approval to ad verbiage to discourage artists from signing up for one weekend but keeping their studios open for both weekends. After discussion, it was agreed that studios open during weekends that they had not registered for would be invoiced for

the balance of the entry fee plus a processing fee. Non-payment would result in exclusion from the Tours the following year. In addition, studios should be notified that the Open Studio signs have to be removed prior to the following weekend if a given studio was a first-weekend only participant. It was agreed that this new feature needed to be emphasized in order to keep Tour participants informed well ahead of time.

Ads for the catalog were discussed. Individuals wanting help designing their ads would be charged \$100.00 for the service, with 90% going to the designer and 10% retained by the MBCAC, per unanimous Board vote.

### **EXHIBITIONS/ART IN PUBLIC PLACES:**

Vice President Davis reported that the owner of the Pie for the People restaurant had removed a MBCAC's member's display in order to make room for an exhibition by an acquaintance. Davis will contact owner via email to work out a schedule as to when MBCAC members can show at the restaurant, **ACTION ITEM**. The desirability of having a contract used with all Art in Public Places was discussed, and whether the existing form with add-ons (including a consistent method of payment) could be made to work, **ACTION ITEM**.

### **WEBSITE COMMITTEE:**

Director Knight reported that she had met with Casey Kiernan to discuss various options for new websites for the MBCAC, Open Studio Art Tours, and Gallery 62. Upon discussion, the Board agreed to follow Knight's suggestion of using Wordpress (an open source with no proprietary issues). The existing MBCAC membership pages can integrate into Wordpress, and the only cost would be for hosting. She indicated that she had sent out a demonstration site, and followed up with a description for those Board members who did not review it. A vote was proposed, and the Board unanimously agreed to accept Director Knight's offer to create the three websites herself, **ACTION ITEM**.

### **OLD BUSINESS:**

The Basin Basics Non-profit Directory published by the Hi-Desert Star needs to be updated with correct information for the MBCAC. Events Director Beattie agreed to contact the Basin Wide Foundation to take care of it, **ACTION ITEM.**

**NEW BUSINESS:**

Board member Keesling reported that he had made a presentation before the Yucca Valley Town Council on behalf of the MBCAC and the Art Tours for the purpose of obtaining financial support in the form of advertising in the 2016 OSAT catalog. He will follow up and report back in April, **ACTION ITEM.**

Designs for the gallery marquee sign were displayed and discussed. It was decided that having the sign painted and weatherproofed was the most cost-effective way to go. The sign will be lit by solar lights. The need for A-frame "sandwich boards" was also raised, Director Commentz agreed to handle both, **ACTION ITEM.** Commentz will also write the grant request for \$1,000.00 and submit it via email to the MCAGCC Officers' Spouses' Club at the 29 Palms Marine Corps Base, **ACTION ITEM.**

President Klopfenstein raised the possibility of holding a retreat for Board members in either May or June of 2016. Tabled.

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on Wednesday, April 13, 2016 at 5:00 at the new Gallery 62, 61607 Twentynine Palms Hwy, Joshua Tree, CA 92252.

There being no further business, the meeting was duly adjourned at 7:18 PM.

These Minutes are certified by the Secretary.

Signature Lenne Rosen-Kabe Date April 13, 2016