

**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 **April 13, 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: Art Tours Registrar Kathi Klopfenstein, MBCAC member Snake Jagger.

QUORUM was established.

DIRECTORS' REPORTS:

PRESIDENT'S REPORT:

President Klopfenstein announced that the storage locker rented by MBCAC had been vacated and closed before the end of March deadline. All items were either donated or moved into the current office space in Gallery 62.

The President complimented Gallery Director Commentz and the Gallery Committee for a job well done after putting on two successful shows at the new gallery. Klopfenstein went on to extend his appreciation on behalf of MBCAC to member Christine Lamb for refurbishing and donating a jewelry case for the Members' Gallery, and

Jean-Paul Garnier for painting the new Gallery 62 sign, now displayed on the marquee above the Gallery's front door.

A sponsorship for the JTAG June invitational show was brought up next, and after a brief discussion it was unanimously agreed to contribute \$100.00 toward the show. Treasurer Geiger will update Gallery 62's template and provide it along with the donation to JTAG. Donors will be listed on the poster published by JTAG announcing the upcoming invitational show.

The President then raised the need for any committee minutes to be provided to the Board. Discussion ensued as to how to best accomplish this, with Secretary Rosen-Kabe suggesting that these minutes be uploaded to a shared computer drive for record-keeping. A tutorial on how to use the Google drive was requested and proposed as an **ACTION ITEM** for the May meeting of the Board of Directors. Klopfenstein also indicated that he would like a list of current Committee members (Gallery 62 and OSAT), **ACTION ITEM**.

VICE PRESIDENT'S REPORT:

Vice President Davis, no specific report.

SECRETARY'S REPORT:

The Minutes of the March, 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 March minutes as amended was made, seconded, and carried without dissent. The Secretary will upload the adopted and signed Minutes to the MBCAC.org website, under Board Minutes.

TREASURER'S REPORT:

Geiger handed out a monthly treasurer's report for the month ending March 31, 2016 incorporated herein by reference.

The March 2016 beginning balance was \$17,771.78, total income was \$4,762.75, and the reconciled bank balance after expenses was \$19,762.49. The Corporation remains solvent.

The need to file IRS form 990 and CA form 590 was stated, based on the fact that MBCAC's income for 2015 surpassed \$50,000.00, **ACTION ITEM**. Geiger indicated that she had purchased 4 additional larger-size three-part invoice books but said that once those are exhausted, carbonless books will be ordered.

MEMBERSHIP DIRECTOR'S REPORT:

Director Knight expressed her appreciation for the condolences extended to her and her family on the occasion of the mother-in-law's passing.

Knight provided a written report, incorporated herein by reference. As of this date, MBCAC membership stands at 239 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 20, 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**.

A discussion ensued as to whether artists wanting to participate in the annual Open Studio Art Tours should be full-time Morongo Basin area residents. It was pointed out that this issue had been resolved prior to the 2015 OSAT, and the grandfather clause including out-of-area MBCAC members who had participated during the previous year (2014) was in effect and applies in perpetuity.

The ability of out-of-area MBCAC members to show in Gallery 62 and other Art in Public Places venues was discussed. Director Knight proposed a motion, seconded by Director-at-Large Keesling to the effect that any MBCAC members be eligible to show at the above venues. Adopted unanimously.

Knight indicated that she had contacted all AIPP venues regarding the MBCAC's ability to display the new AIPP poster she created and the

Board approved, and is awaiting responses as to location of posters and size, **ACTION ITEM.** Director Commentz indicated that she would contact the Joshua Tree Branch Library (an AIPP venue) regarding the posters currently provided by the library.

Director Knight raised the issue of the Newsflash. Reminder notices are being sent out at the beginning of the month for Board members to submit items, however, she receives few if any contributions, **ACTION ITEM.**

COMMUNICATIONS DIRECTOR'S REPORT:

Director Doten indicated that the OSAT Facebook page currently has 1514 members, and that he continues to promote Gallery 62 and OSAT on all pages.

MARKETING:

No formal report in the absence of a Marketing Director. Director at Large Ed Keesling reported that he is actively pursuing ads to be placed in the 2016 OSAT catalog.

GALLERY 62 REPORT:

Director Commentz gave an update on the Gallery. The three gallery rooms have been designated and labeled (Signature Artist, Featured Artist, Members' Gallery); future exhibits have been scheduled through November; intake/outtake schedule has been published with both taking place between 10 and 12 on the Tuesday preceding the first weekend of the show opening. Commentz is putting together a guest list based on the entries in the Gallery's guest book. The previous guest book is being organized into a guest list by Registrar Klopfenstein. Mr. Commentz has made a "sandwich board" to be used during gallery open hours to draw attention to the gallery from the sidewalk.

Director Commentz informed the group that grant request she submitted to the Officers' Wives Club of the 29 Palms Marine Base had been turned down. The Gallery 62 Facebook page is receiving increasing traffic, with 264 "Likes" to date.

EVENTS REPORT:

Director Beattie indicated that she is working on the statement for the local non-profit pamphlet sponsored by the Basin Wide Foundation and published by the Hi-Desert Star newspaper. The need for two ads was discussed, but the consensus was that the existing ad should be re-written to include both Gallery 62 and OSAT. She will contact the Director of the Basin Wide Foundation, Kelly Carson, to work out details. Director Beattie also indicated that she would cover the cost of the ad (\$50.00), **ACTION ITEM.**

ART TOURS COMMITTEE:

Knight addressed the OSAT catalog cover, which had been reviewed by the Board during the March BOD meeting. She indicated that she had taken the Board's suggestions back to the OSAT committee where the design was again discussed. The OSAT committee reiterated their view that the cover design presented during the March BOD meeting was the design that best represents the Art Tours and the desert community. Director Beattie moved to adopt the cover design. Seconded and adopted unanimously.

Director Knight informed the Board that she had submitted the Local Impact Grant in a timely manner, and a decision by the California Arts Council is expected in June.

The Art Tours collective show will be held at the 29 Palms Art Gallery, information will be forthcoming as available.

A discussion ensued regarding the pros and cons of Facebook (business) pages vs. Facebook groups. Director Knight passed out a summary of differences between the two. She stated that the advantage of a FB business page is that it would be visible outside of Facebook. Given that a part of the goal of OSAT advertising is to bring in visitors from outside of the Morongo Basin, having a platform with a broader reach could prove useful. Another advantage is the ability to place paid ads, to obtain analytics, and to participate on the page as a "brand name." It would also be possible to sell artwork by posting items for sale on the business page.

The purpose of a FB business page is not to replace the current group pages of the MBCAC, but rather to add the page in order to target a different audience. There is no cost involved in creating the business page, but there is a fee for placing ads.

Registrar Klopfenstein proposed that if the California Arts Council's Local Impact Grant was again awarded to the MBCAC, part of that money could be used to fund ads on a FB business page. The issue was tabled after the suggestion that all avenues should be explored to increase the exposure of the Open Studio Art Tours. Knight requested that all information regarding prospective advertising venues be sent to her, including Pinterest and Instagram.

Status of websites: the domain Gallery62.org was purchased as well as hosting for all three MBCAC websites (Gallery 62, MBCAC, OSAT). A savings of \$162.00 was realized by purchasing hosting for 3 years. Board approval was obtained via email vote prior to the purchase.

Two out of three websites have been built (OSAT and MBCAC). Knight will meet with Director Commentz to discuss building the Gallery 62 website.

Knight addressed the March **ACTION ITEM** as to the possibility of adding a feature to the OSAT website where participants could pay their 5% commission on sales after the Tours. She is still researching options as this is a somewhat complicated issue, given that this is not a fixed amount but rather a percentage of artists' sales. Paypal's "donation" feature cannot be used because of legal terminology in the User Agreement. She will research further and report back.

She mentioned that she had also been working on adding an on-line application for individuals looking to be sponsored for the Art Tours.

Director Knight reiterated her request made during the last Board meeting for Board members to provide her with a profile image and a short bio for the MBCAC website. **ACTION ITEM**

EXHIBITIONS/ART IN PUBLIC PLACES:

Vice President Davis reported that she has printed up schedules for AIPP shows in order to avoid conflicts in hanging shows at the venues. As to the March BOD meeting **ACTION ITEM**, the need for a contract to

be used between the MBCAC and an AIPP venue, Davis stated that she has been in contact with the owner of Pie for the People and is still working out details with him. Directors Commentz and Knight will work together to come up with a written contract to be used in all AIPP venues, **ACTION ITEM.**

OLD BUSINESS:

Director Keesling reported that he had been in touch with the Town of Yucca Valley to apply for a partnership between the MBCAC and YV consisting of the Town's sponsorship of the Open Studio Art Tours. The request was made for \$2,500 for 2016 and again for 2017 in the form of ads on the Corporation's websites (MBCAC and OSAT) and a full page ad in the OSAT catalogs. The request was reviewed and a final decision is expected during a Town Council meeting on May 5, 2016. He stated that the Town considers it a worthwhile investment in light of the added number of visitors to Yucca Valley during the Art Tours.

NEW BUSINESS:

President Klopfenstein proposed holding an Annual Meeting/retreat for Board members on May 11, 2016. Discussion ensued, and it was suggested that the meeting/retreat be moved to early January, to coincide with the new year's OSAT planning kick-off and installation of new Board members. Tabled.

Director Keesling proposed that the MBCAC enter a float into the Yucca Valley Grubstakes Parade to promote the MBCAC and the Art Tours as an adventure in the desert, the theme of the Parade. The date of the parade is Saturday, May 28 and the application has to be submitted by May 6 with a proposal. Various options were discussed, including using a van with OSAT banners and volunteers walking alongside handing out "Save the Date" cards for the Art Tours. Director Doten offered to help fabricate as needed. Director Knight will take it before the OSAT committee for input, **ACTION ITEM.**

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on Wednesday, May 11, 2016 at 5:00 at the Healthy Generations Building located at 57121 Sunnyslope Dr., Yucca Valley.

There being no further business, the meeting was duly adjourned at 7:07 PM.

These Minutes are certified by the Secretary.

Signature *Lenne Rosen-Kabe* Date May 11, 2016