

**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 12, 2017**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 5:15 PM.

Board Members Present: Ed Keesling (President), Marcia Geiger (Vice President), Raini Armstrong (Secretary), Patricia Knight (OSAT Director), Julianne Koza (Membership Director), Zara Kand (Gallery 62 co-Director), Karan Murphy (Marketing), Mike Shaw (Treasurer), Esther Shaw (Gallery 62 co-Director), Laurie Schafer (Events Director)

Others present:

Not present:

Scott Doten (Communications)

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the March 2017 Board of Directors meeting had been previously e-mailed by the Secretary to all Board members. No corrections or suggestions were requested. A motion to adopt the March minutes was made, seconded, and carried without dissent. The Secretary will post the approved and signed minutes to the MBCAC website under Board Minutes.

TREASURER'S REPORT:

Mike Shaw presented the monthly financial report ending in March 31, 2017, incorporated herein by reference. The Corporation remains solvent.

March art sales and fees for Gallery 62 are not listed on the March finances report because not all checks were cashed by month's end. They will show up in the April report.

Some ads are pending, so we are waiting for those to come through. PayPal and Merchant services seem high but all the numbers are correct. Office expenses are a bit high, but it is due primarily to the print cartridges purchase.

The refund for overpayment to the LA Times of \$182.92 OSAT advertisement is still pending.

The beginning balance for March, 2017 was \$14,882.03 with total deposits of \$27,189.79 and expenses of \$2,551.41. The bank balance at month's end was \$39,743.49.

A petty cash procedure for Gallery 62 was discussed to better support events during which entertainment would be paid at the end of the day. The amount would be larger than what is available in the cash register, used during the gallery's hours of operation. The decision to set aside a petty cash amount was approved.

PRESIDENT'S REPORT:

A change in MBCAC meeting time will be needed due to a time conflict. Changing the Board of Director's meeting to Wednesday from 6pm to 8pm was requested and the group approved the change.

A gift certificate was provided by Jack Farley's Art supply in the amount of \$100.00. Holding a raffle to decide who and where it went was suggested, as was providing it as a door prize. An amount will need to be placed on a raffle ticket and the proceeds will go to next year's Youth Art month show. The raffle will be held at the next Gallery 62 show.

VICE PRESIDENT'S REPORT:

No word on the status of MBCAC's grant application to the California Arts Council. MBCAC is now signed up with the National Endowment for the Arts which might provide grant opportunities for the future.

The receipt books for Gallery 62 should be coming in by the middle of the month.

MEMBERSHIP DIRECTOR'S REPORT:

Koza shared that MBCAC currently has 385 members; 270 active members, of which 121 are overdue on their membership. We gained 27 new members during the month of March and 2 renewals. 116 members have lapsed.

Koza reminded anyone who submits an incoming new membership applications to fill out the section called 'For Office use only', as this will be the only way to quickly track whether the applicant payed their dues.

COMMUNICATIONS DIRECTOR'S REPORT:

In Doten's absence, Geiger gave the communication report conveying the Facebook group page is up to 1900 members. Doten has been made aware of Facebook members posting unrelated events within the MBCAC group page. He will take steps to mitigate this, possibly by providing an announcement in the information portion of the webpage conveying a reminder to all members that information shared on the page should be Art Tours in nature only.

Doten has approached the Hospital, Copper Mountain College, and the city of Twenty-nine Palms who have responded well to presenting any OSAT advertisement that MBCAC provides them. Harmony Hotel expressed a stipulation that they wished to be given a note on the webpage after which they would be happy to carry ads for OSAT. The names of businesses that purchase advertisements will always be listed in the Art Tours webpage, so nothing extra will be required past informing the Harmony Hotel and other businesses that may not know this.

MARKETING REPORT:

The Earth Day celebration at the Yucca Valley Community Center will be Sunday the 23rd and Karan will be managing a booth to advertise MBCAC and the upcoming Art Tours of 2017.

GALLERY 62 REPORT:

The Turtle Island sign/art-work location is still unknown. We will need an official go ahead before we commit to an art piece or sign. The interested artist, a sculptor and glass worker needs more information regarding size of piece and necessary base. If the artist receives a few more details, a more definitive idea/plan can be provided. The location wouldn't conflict with the existing turtle sculpture; it would likely be west of the turtle sculpture, be about three feet in height, and be installed on a two foot pedestal. A brass plaque could be provided with information on the artist and the gallery that the art-piece represents.

Before any further decisions are made, MBCAC will need to communicate with the property owners. It was suggested that someone contacts Falossi, the sculptor who created the climber sculpture on the same strip of land between the highway and the parking lot. He might have more information on how to go about gaining permission for placing art along the median land strip.

An artist and a sculpture piece were voted on by the Gallery 62 committee. It is a figurative art piece which may need to be sized down, unless the landlord allows a fifteen foot tall sculpture on the proposed pad. Some logistics still need to be settled on, and due to time constraints we will need to move quickly on finalization as the OSAT catalogs will be printed in June and any new Gallery 62 art additions should be included in the new catalogs.

A motion was made to donate to JTAG in the amount of \$125.00 supporting their June promotional show and OSAT will receive ads on their flyers for Art Tours. The motion was seconded and carried without dissent.

The next curator for the Gallery 62 May show has conveyed an interest in putting together a larger group of artists with smaller art pieces featuring 'Women's Empowerment'. This show would be partially tied with a sister show at the Beatnik Café during the same time period. This guest curator wants to open the show up to non-members, but the idea has spawned negativity because one of the biggest perks of Gallery 62 has been to provide reliable gallery space for members only.

The point of contention was that the Gallery 62 monthly shows promote member art works. The gallery membership prices are reasonable. If the May show is opened to non-members, we will be at odds with the bylaws. A move to allow this upcoming cooperative gallery, as a rare *exception* to the existing rule, was made and several were opposed to the idea. After some clarification in wording, a second motion was made, 4 opposed and 5 for the idea. The motion passed. The majority for this one time exception will allow the May 'cooperative' show to go forward. Kand and Shaw will inform the artists of the exception, reminding the incoming artists that gallery is open to members of the MBCAC and it will continue to be so after the May show. It will also be stated that we maintain certain subject standards; we have the right to turn away lude or upsetting art pieces.

The discussion turned to various ways Gallery 62 might provide membership to those interested but who cannot afford the membership fee. Student membership fees are already reduced, \$15.00 per student, and throughout the year some donations specifically go to providing membership to those needing the help. MBCAC also provides the occasional 'gifted' membership, thereby donating that money for someone seriously interested in membership. Talk of other support systems in lieu of the membership fee from those hopeful members might one day include mandatory volunteering during certain events that fit the person's schedule. Further discussion will be necessary.

OSAT (Open Studio Art Tours):

Registration is closed for the 2017 Art Tours. 135 artists will be in the tours. Tuesday will be the next meeting. The majority of artists have signed up for both weekends and therefore the catalog with feature one large group of artists, not divided by weekend.

EVENTS COMMITTEE:

Schafer announced the Grubstake Days parade as one of our first events. An MBCAC picnic will follow the parade. Some organization will be necessary to manage those marching in the parade and the picnic gathering after the parade at Brim Park. The park tables are first-come-first-serve and we might need a volunteer to hold a couple of tables for the picnic. We will first need to put together a small committee to put create the float, theme will be 'Our Western Heritage' and the entry fee will be \$25.00. An invitation should go out to all MBCAC members announcing the potluck picnic gathering after the parade. The Events committee could provide beverages. We still need a float design, float builders, and we will need volunteers on the day to ride the float. This could be accomplished by calling general members and asking for ideas. The proposed date for a Grubstake Days float design committee will be held at Gallery 62 on April 24th (Monday) at 6:00pm. A call for volunteers should go out in an email flash in addition to the flash reminding everyone of the Grubstake Day picnic gathering **(Action Item)**.

An instructional meeting is planned for June for OSAT, no date has been assigned yet however it will need to be early June because the deadline for purchasing ad space in the Art Tour catalogs are due June 16th. June 8th may work. The instructional aid would cover conversing with audiences, creating effective and catchy ads, etc.. The proposed location is the Retreat

Center in Joshua Tree. The backup location, if the Retreat Center falls through, is the Mojave Desert Land Trust.

There will be an unveiling party which will be planned once the new Gallery 62 sculpture is installed.

Friday October 6th is the tentative date for the Collective Show, Art Tours reception. The venue will be at Gallery 62, outside utilizing canopies/EZups.

A closing event might be fun to have at the Campbell House, depending upon availability, in November. The backup location will be with the Mojave Desert Land Trust.

ART IN PUBLIC PLACES:

The 29 Palms Inn is looking for more artists interested in showing their work at the venue. Artist receives 70% sales; the venue receives 15%, MBCAC receives 15%. Janis manages art installments at the Joshua Tree Branch Library, Rick Livingston manages art installments at the Pie for the People Pizzeria in Joshua Tree, and Valerie handles Las Palmas Mexican Cuisine in Yucca Valley as well as the 29 Palms Inn & Restaurant. Artists interested in displaying their art at any of the venues need to add themselves to a list by visiting the MBCAC website.

OLD BUSINESS:

NEW BUSINESS:

The Joshua Tree Music Festival, 4-day event, is coming up and we might need volunteers to hold a booth on those days, May 18-21. Patricia will contact the Music Festival and find out if MBCAC is wanted at the venue (**Action Item**).

BUDGET

OSAT budget

\$24,345.00 has already come in from registration fees, advertising sales are estimated at 20,000.00, catalog sales are estimated at \$230.00, and commissions have been estimated at \$5,000.00. The total estimated income for 2017 is \$49,575.00. These estimates are based on previous years.

Total proposed expenses come to \$48,190.00, the biggest expenses being \$12,450.00 in ads and \$20,500.00 going toward printing catalogs. Other expenses come in the form of printing postcards, postage, rent, commissions, and events entertainment.

Based upon the above estimates a gain of \$1,385.00 might be made at the end of tours.

Gallery 62 budget

Gallery 62 projects the yearend expenditures at \$11,940.00. Expenditures include gallery rent and utilities, office expenses, building maintenance costs, advertisement, events

entertainment, and miscellaneous costs. Gallery income is derived from donations, entry fees, sponsorships, and MBCAC% which is projected at 10,800.00. The income is likely underestimated and the expenditures are slightly over-estimated to be safe.

Net loss is projected at \$1,140.00 for the year but due to padding the expenses this might come closer to balancing out. *Note:* there may be additional expenses associated with the upcoming youth workshops through the year but if this is covered by donation or sponsorship, then it will not affect the gallery expenses.

Youth Art budget

The 2018 Youth Art Show proposal is based on the recent 2017 Youth Art show that was held in February, with budgetary increases in areas where we hope to place additional attention, such as marketing. Expenses are estimated at \$2,375.00, not presuming too many donations for the following: catalog printing, gallery rent, payment to a judge, ribbon purchase, publications, photography and catalog design, and miscellaneous expenses.

The estimated income from hopeful repeat sponsorships, in kind trade, commissions, and catalog sales comes to \$2,560.00, which brings the possible profit to \$185.00 or \$340.00 if additional donations in certain areas come through.

The board moved to accept each of the budgets after being presented, the motion were seconded and they passed without dissent.

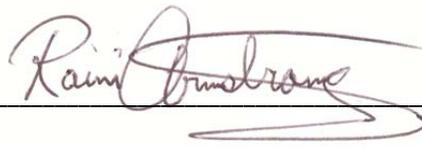
GUEST COMMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on May 10, 2017, at **6:00 PM** in the Healthy Generations meeting room, 57121 Sunnyslope Dr., Yucca Valley, CA 92284.

There being no further business, the meeting was duly adjourned at 7:30 PM.

These Minutes are certified by the Secretary.

Signature  Date 5/12/2017