

**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 **January 10, 2018**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 6:10 PM.

Board Members Present: Ed Keesling (President), Raini Armstrong (Secretary), Karan Murphy (Marketing), Mike Shaw (Treasurer), Esther Shaw (Gallery 62 co-director), Zara Kand (Gallery 62 co), Julianne Koza (Membership director), Laurie Schafer (Events director), Scott Doten (Communications)

Others present:

Kat Johnson (incoming Gallery 62 director), Mitch Miller (proofreader volunteer), Kathy Miller (interested in Art Tours director), Lesly Kandel (interested in Treasurer or volunteer), Donna Thomlinson, Roxanne Miller, Kathy Gibson, John Henson (interested in sharing Treasurer), Paul Morehead (interested in Art Tours director)

Not present:

Marcia Geiger (Vice President), Patricia Knight (outgoing OSAT director, incoming Membership director)

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the October 2017 meeting, the November 2017 gathering/meeting, and the December 2017 meeting had been previously e-mailed by the Secretary to all Board members. Corrections and suggestions to the minutes were incorporated into final drafts for the October and November meetings and votes to accept the final drafts were made through email correspondence. Corrections and suggestions to the December 2017 Board of Directors meeting have been collected and have been incorporated in the final draft. Because the draft had not been shared with the board before the meeting, a motion to adopt the December 2017 minutes will be made through email correspondence. The Secretary will post the approved and signed minutes for October, November, and December 2017 to the MBCAC website under Board Minutes.

TREASURER'S REPORT:

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

Mike Shaw presented the profit and loss report for the MBCAC. For the 2017 year our total income was \$67,404.12. The year before that, in 2016, the total income by December was \$70,

386. 40. The largest difference between 2016 and 2017 was in the advertisement budget. The budget for advertising and promotion for 2016 was \$15, 025.92 and the advertising budget for 2017 was \$31,558.59*.

We increased the advertisement budget by double what it was in 2016 during the Art Tours, yet the question is whether it aided the Art Tours. This will require further discussion as we plan for 2018.

The beginning balance as of December 1, 2017 was \$22,256.32 with total deposits of \$2,942.48 and expenses of \$10,640.17. The bank balance at month's end was \$14, 558.63.

**Secretary's Note: The OSAT advertising budget for 2017 was found to be in error and will be discussed at the next meeting.*

PRESIDENT'S REPORT:

The youth art show is coming up in February. Karan Murphy is handling sponsorships. Brochure distribution went to the local school district and the homeschooling network. Patricia Knight will be creating the 2018 Youth Art show catalog which will be provided to the teachers and parents. The judge will be Krista Wargo. Intake for the show is on January 31, 2018. The closing reception and awards ceremony will be on February 25, 2018. The ribbons were ordered and because the cost was split with the 29 Palms art gallery, the total cost for ribbons which should last for a couple of years came to \$40. Kat Johnson is working on the press release.

Resignation letters have been received and accepted for Mike Shaw, Esther Shaw, and Patricia Knight. Zara Kand will provide her resignation at a later date. **[Action Item]**

Two newsletters are being planned and coordinated to go out to the public as we enter the year; the first to be shared every first Monday of the month, and the second to be shared every third Monday of the month. A contact email for Amara will be news@mbcac.com. These newsletters will of course be limited to MBCAC member news events. There will be deadlines for new information to be included in these newsletters.

All newsletters currently go out to *only* those individuals that request its receipt via email. A newsletter is not a members-only benefit of MBCAC. If an individual has signed up for the newsletter and still hasn't received it, there may be an email spam issue that they need to resolve.

VICE PRESIDENT'S REPORT:

Vice President Geiger was unable to attend. President Keesling shared that Geiger is working on grants that could support the Art Tours and the 2019 Youth Art Show.

MEMBERSHIP DIRECTOR'S REPORT:

Director Koza shared that the group has 318 members total, 234 are active, 81 are overdue on their renewals and 76 have lapsed, 5 new members joined the group within the last month.

A question arose about renewal reminders - membership renewal reminders are sent out automatically via email as your renewal date is nearing.

A question arose about how to confirm MBCAC membership during intake. One way to confirm membership is to access the membership list via the internet from Wild Apricot, or if this isn't convenient on intake day, we might choose to print the latest membership list prior to intake at Gallery 62.

COMMUNICATIONS DIRECTOR'S REPORT:

Director Doten shared that the Facebook group page is up to 2050 members.

MARKETING REPORT:

Karan Murphy shared her status with the upcoming youth art show marketing endeavors. She is in search of sponsors at levels of \$25.00 or \$50.00. This sponsorship money goes to printing the Youth Art catalog.

Director Murphy will need additional volunteers for the 2018 advertisements and marketing endeavor.

A question arose regarding the number of printed catalogs we provide. For the 2017 year we invested in 10,500 copies of the Art Tours catalog. We invested in 11,000 catalogs in 2016 and we ended up with too many left over. Further discussion on catalog cost was requested, but since the meeting needs to end on a vote for new board members, the topic was deferred to the next meeting. **[Action item]**

GALLERY 62 REPORT:

Esther Shaw shared thanks to Janis Commentz for making the transition into co-directing as easy as possible at the beginning of 2017. Zara Kand also thanked the President and the entire volunteer team who works with the gallery, and shared her excitement about the new elements set in motion, like the outdoor sculpture installation and the new road sign.

Esther Shaw shared the 2017 year-end profit for Gallery 62 compared to the 2016 year-end profit. In 2017 the gallery made \$8,700, with expenses of \$6,885, resulting in a profit of \$1,816. In 2016 the gallery made \$12,700, with expense of \$12,532, resulting in a profit of \$153. Our expenses were much smaller this year since we did not have any renovations to deal with, however we did not make as much this year, in part because the gallery wall space now rents out at simply \$50 per wall.

Mike Shaw asked if the Treasurer's job includes tallying sales each month. Will this continue to be one of the Treasurer's duties, and the answer was to discuss it with the incoming Treasurer(s), but ultimately yes keeping the money element of the gallery in the Treasurer's hands is preferable.

OSAT (Open Studio Art Tours):

Patricia Knight was unable to attend. The tentative dates planned for 2018 Art Tours are still set at the second and third weekends in October. The tentative registration for Art Tours will be the 15th February to the first week of April.

Patricia Knight is in possession of a folder of information that will support the next Art Tours director, which will be passed to the incoming director. **[Action Item]**

EVENTS COMMITTEE:

Laurie Schafer announced that the youth art show awards reception is February 25, 2018. Laurie will either be ordering a cake or cupcakes, and she needs to know how many cupcakes to order to stay within budget. **[ACTION ITEM]**

Volunteers will be needed to sit the gallery for the month of February. Fridays, between 12pm-3pm, will be covered by Bonnie Brady. Volunteers are still needed for the two shifts on Saturdays, 9am-12pm and 12pm-3pm, and on Sundays, 12pm-3pm.

MBCAC hopes to begin scheduling reoccurring social gatherings to celebrate the arts. The next planned gathering could be a good start to such events. A jam session had been discussed originally, to be held at the Joshua Tree Sportsman's club. During the discussion however, venue expense, time frame, proposed entertainment possibilities, and conflicting events forced the planning for a February/March event to be put on hold. More information will be provided during the next meeting. **[ACTION ITEM]**

ART IN PUBLIC PLACES:

A possible new venue might be the Joshua Tree Rock & Gem shop, located next to the z107.7 office. If people wish to get placed on a list of artists interested in showing at any of the Art in Public Places venues, artists can contact Karan Murphy OR visit the website at <http://www.mbcac.org/call-for-artists/>

OLD BUSINESS:

NEW BUSINESS:

Bylaws were reviewed by visitors interested in a position on the board. Perks were reviewed, such as board members waving membership. Most of the positions are unpaid; the Art Tours Director has received a stipend for the last three years, and an individual has been hired to design the art tours catalog. Board members serve a term of one-year.

Two people offered interest in the Art Tour Director position. Kathy Miller has aided in the Art Tours catalog proofreading, she has experience in compiling events for a youth theater group. She took on managing photographers for the Orange County school district. Kathy is comfortable with building relationships, and she is comfortable with technology. Paul Morehead has worked as a marketing director for MBCAC in years past. He feels like the position is a cooperative endeavor, requiring the need to watch for possible 'red-flags'. He is also comfortable with technology.

A question arose about whether Miller or Morehead saw something that needed more focus – Kathy mentioned utilizing free advertisements/marketing and working cooperatively with many organizations by swapping advertisement space. Paul wants to focus on marketing/advertisements *outside* of the basin, to focus on purchasing more ad space in the Lower Desert and surrounding communities.

All visitors stepped out so that the board could vote on possible replacements for the empty board positions. Due to the immense responsibilities associated with the position of Art Tours Director, it was decided that *Paul Morehead would be the Art Tours Director and Kathy would be the Associate Director of Art Tours. Both individuals had strong backgrounds and the board felt that their shared strengths would benefit the group as well as lessen the stress felt by the role.

John Henson was interested in serving as co-Treasurer with Leslie Kandel. Leslie will likely be assigned the post office box key, with any further dividing of tasks to be discussed among the two of them. Mitch Miller was interested in volunteering and a docent position and was voted to be a gallery committee member. Kat Johnson, interested in the position of the Gallery 62 director, was previous voted on during the December meeting.

All new board members will need to be provided details for their MBCAC email addresses.
[Action Item]

The first 2018 Art Tour committee meeting has been set for January 16, 2018 at 5:30pm at Gallery 62.

The next Gallery 62 committee meeting will be on January 17, 2018 at Gallery 62.

*Correction: Paul Morehead stepped down from the position of Art Tours Director as of January 16 and would like to serve as an OSAT committee member. Kathy Miller is Art Tours Director.

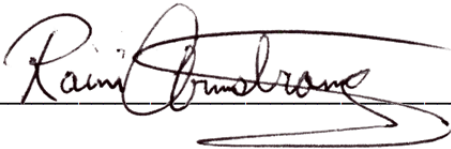
GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on February 21, 2018, 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 7:55 PM.

These Minutes are certified by the Secretary.

Signature  Date 2/23/2018