

**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 **February 21, 2018**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 6:00 PM.

**Board Members Present:** Ed Keesling (President), Marcia Geiger (Vice President), John Henson (co-Treasurer), Lesly Kandel (co-Treasurer), Raini Armstrong (Secretary), Kathy Miller (Art Tours director), Kat Johnson (Gallery 62 director), Patricia Knight (Membership & Website director), Karan Murphy (Marketing director), Laurie Schafer (Events director), Scott Doten (Communications), Amara Alban (Newsletter chairperson)

**Others present:**

Mitch Miller, Paul Morehead, Mike Shaw, Esther Shaw

**Not present:**

**QUORUM** was established.

**SECRETARY'S REPORT:**

The Minutes of the December 2017 meeting had been previously e-mailed by the Secretary to all Board members for review along with a motion to adopt its contents. The motion passed without dissent to adopt the December 2017 minutes. The Secretary will post the approved and signed minutes for December 2017 to the MBCAC website under Board Minutes.

The Minutes of the January 2018 board meeting had been previously e-mailed by the Secretary to all Board members. Corrections and suggestions to the January 2018 meeting have been collected and have been incorporated in the final draft. Concerns regarding the OSAT advertisement cost for 2017, announced in the January 2018 Treasurer's Report, were discussed along with if the publishing of the January minutes should be delayed because of the discrepancy. A suggestion was made to adopt the January 2018 minutes with a stipulation; that discrepancies were found and would be discussed and fixed in subsequent board meetings. A motion to adopt the January 2018 minutes, with the added stipulation, was made, seconded and passed without dissent. The Secretary will post the approved and signed minutes for the January 2018 Board of Directors meeting to the MBCAC website under Board Minutes.

**TREASURER'S REPORT:**

Co-Treasurers Henson and Kandel are in the process of studying the ledgers, gaining access to and becoming acquainted with MBCAC financials. Co- Treasurer Kandel presented a financial report for January 1, 2018 to February 20, 2018, incorporated herein by reference. The Corporation remains

solvent. The bank balance on January 1, 2018 was \$14, 558.63. The net revenue came to \$3,410.90. Expenditures came to \$607.62. The balance at month's end was \$17,329.

A reminder to carefully document advertisement sales and artist sales was made. Most income is well documented but some do not receive adequate labeling which then makes it difficult to categorize some values within the accumulative profit and loss financial statements. Adequate documentation will result in greater reliability in reporting.

Director Knight reminded the Board of an inability to access the MBCAC accounting software for the last year. Access to the software enabled her with the ability to at least view and confirm the state of certain accounting items. This loss of access had hindered her ability to catch categorization errors as they occurred and had pertained to OSAT during 2017.

A sub-committee should be created to help with cleaning up the ledgers. An objectives list will need to be developed to include the ledgers being viewed and the process by which changes will occur, before a subcommittee can be formed. **[Action Item]**

### **PRESIDENT'S REPORT:**

The Youth Art show's closing reception will be at Gallery 62 on February 25<sup>th</sup>, 1pm-3pm. A raffle for an Andy Weddington art piece will be held, the proceeds going towards the 2019 Youth Art show. A combined social gathering for the 29 Palms Member's show opening reception, a Gallery 62 gathering, and the Yucca Valley High School Choir is set for March 3<sup>rd</sup> at the 29 Palms Gallery, 5-7pm. MBCAC is donating \$150 dollars to the Yucca Valley High School Choir to help pay their way to Washington DC.

MBCAC has been invited to demonstrate an art process, a 'make-it and take-it' all day event, and attend a booth at the Joshua Tree National Park Art Exposition in September 2018. MBCAC attended the Joshua Tree Art Expo in 2017 with Sumi painting and had members show some art at the booth. The booth was successful at sharing information about the 2017 art tours and the passing out of save-the-date cards.

Some planning and coordination will need to go into the demonstration(s) to assure the art process(es) being demonstrated is/are interesting, quick and able to go home with the visitor. A vote to accept the invitation was made, seconded and passed without dissent. A sub-committee will be formed in the coming months to begin planning how MBCAC will be represented during the Art Exposition. **[Action Item]**

### **VICE PRESIDENT'S REPORT:**

Marcia Geiger attended the San Bernardino Arts Council, also known as Arts Connection, meeting and plans on attending more. Several topics were covered including the events that the Arts Connection are currently sponsoring, including a local group they are co-sponsoring – Mil-Tree and their 'Moving Memories' movement and dance workshop for Veterans, Active Military and the Community on March 31<sup>st</sup> and April 1<sup>st</sup>. Geiger provided some flyers about the event to be shared.

The Arts Connections went over board member contributions, which is currently set at \$500. They have been talking about altering the wording on this contribution value, such as lowering it to \$100 or setting up a payment plan, with a sign of recognition for those able to contribute \$500. They are also looking for veterans to become board members.

The Art Connection has a public questionnaire which is getting out to a large segment of the community. It is important for as many people to fill out and submit the questionnaire as possible, and since one question focuses on what events in the area deserve more recognition, it might provide a good opportunity to mention the yearly art tours.

Director Geiger is working to fill out the data arts portion of the cultural database, a part of the grant writing process, and one of the questions focuses on whether the group has been audited. Audits can be expensive but an auditor's review is reasonably priced, which might be a better option for MBCAC to request.

Director Geiger is working on the Local Impact Grant, and is focusing on the narrative and quantitative questions section. This portion of the grant will require information from gallery coordinators, class session coordinators, anyone with plans for offering apprenticeships, etc. She would like to get some additional help from volunteers to submit additional information. Janis Commentz will provide a testimonial for MBCAC. Geiger still needs more detail on the artist's side of things, which might be covered by artist biographies who participate in the Art Tours. Supportive materials might be covered by art tours videos. Key Administrative Personnel biographies will include Ed Keesling's biography. Artistic Biographies have been difficult to provide in the past, but we might consider sending in as many of the biographies for the artists that sign up for 2018 art tours. An OSAT budget will be provided, preferably the upcoming 2018 Art Tours.

Geiger proposed that gallery sitting is waived for board members who wish to hang an art piece in the member's gallery. Board members are providing their time to the group in a myriad of ways and cannot always find the time to sit the gallery. Board members would still pay the fee to hang their art, and they will have the option to sit the gallery if they can spare the time, but they would not actually be required to sit the gallery. A motion to accept this proposal was made, seconded, and passed without dissent.

Geiger reminded the board of a need to provide the OSAT director with a debit card for purchases. The discussion moved to additionally including the Gallery 62 director and Co-Treasurers with debit cards. Adequate receipts for any and all purchases will need to be provided in a timely manner so that the Treasurer's books will remain updated. A motion was made to provide debit cards for three individuals, the OSAT director, Gallery 62 director, and a Co-Treasurer; it was seconded, and passed without dissent. A date was agreed upon to meet at the bank.

### **MEMBERSHIP & WEBSITE DIRECTOR'S REPORT:**

Patricia Knight shared that the group has 232 active members, 92 have lapsed in their membership, and 8 new members joined the group within the last month.

Director Knight provided updates on the website; the domain name Gallery 62.org is up for renewal on March 10<sup>th</sup>. It is on an auto-payment.

The Art Tours website was down due to a specific failing plugin, which has been fixed. The WordPress core has not been updated as Director Knight is waiting for certain bugs to be fixed before she uses the coding.

Director Knight needs updated biographies, 300 words or less, and new photos for all board members.

Wild Apricot is due for renewal in March. We have the 'community plan' allowing for 500 members. We are at 455 members in Wild Apricot, which Director Knight monitors and cleans occasionally by removing members that have moved out of the area or repeated members instances. We were grandfathered in at \$50 per month. Fees have since increased to \$70 per month. We use Wild Apricot to track OSAT registration.

There are some features that might benefit MBCAC eventually, and to keep costs down, an annual payment plan would lower the cost slightly equating to \$62 per month. Wild Apricot has valid competition that might be advantageous; however it will require research into those other options, looking at demonstrations, etc. It would also be important to make the change in the fall, after Art Tours, so as not to affect the 2019 Art Tours membership enrollments. A motion to renew Wild Apricot as it is for another year was made, seconded and passed without dissent.

Membership cards are a perk that may interest members, and have been considered in the past. Wild Apricot already provides a pdf form that can be printed; we might simply need to provide an MBCAC template. There are some issues to consider with membership cards that are printed by MBCAC, such as making sure people are utilizing them, how members are to collect their new cards, the expense of printing the cards, etc. Further discussion might be reasonable. Name badges may interest some members as well, to include Member name, MBCAC logo, and possibly their medium.

Director Knight will present options for alternatives to Wild Apricot and present them during the April or May board meeting. **[Action Item]**

Patricia Knight has looked into what other art councils provide to their members. One interesting perk that other councils provide is calendar space to their member's art shows and events. It is certainly a good idea, though we will need to make sure that members take it on if they wish, so a subcommittee doesn't need to be formed to organize the calendar. An e-blast could be used to call on member participation. A newsletter segment could then remind readers to visit the MBCAC calendar to search for upcoming member events. It is unknown at this time whether the current calendar app can already handle multiple member alterations; Director Knight will look into the capacity of the existing calendar plugin. **[Action Item]** Director Knight will also put together a proposal of any other possible membership perks and send it to the board via email correspondence. **[Action item]**

## **MARKETING REPORT:**

Karan Murphy has already collected \$3,000 in advertisement fees for the 2018 Art Tours. A directory is being compiled of the businesses that pay for advertisements.

Any volunteer can collect advertisement applications/fees; Murphy will provide the applications. Murphy needs to then be provided the completed contracts/paperwork so that they get properly recorded into Wild Apricot. Businesses or individuals can also pay for advertisement space online through the MBCAC website.

Donations were difficult to collect for the Youth Art Show. There seemed to be a conflict between individuals and businesses that knew they would be purchasing advertisement space for the 2018 Art Tours and who elected to bow out of donating to the Youth show.

A suggestion was made that we dedicate the Gallery 62 donation jar to supplying funds for Youth Art. The Youth Art show is a wonderful program that is growing and we need to find ways to support it. The 2017 Youth Art show had 35 participants, and the February 2018 Youth Art show had 62 youths participate.

### **COMMUNICATIONS DIRECTOR'S REPORT:**

Director Doten shared that the Facebook group page is up to 2054 members. Doten is aiding Murphy with marketing endeavors for the 2018 Art Tours.

### **NEWSLETTER:**

The biweekly newsletter has been a success. A reminder to place a call for purchasing advertisement space in the catalog was announced. In the past, a link to the process was included in newsletters up until the catalog entries deadline month. Studios can also purchase advertisement space on the catalog, and artists might need to be reminded of this.

Amara Alban reminded all to consider the newsletter audience – it goes out to anyone who signed up for it, not just membership, so articles submitted to her should incorporate wording for those readers unfamiliar with the Morongo Basin. Since the board is considering implementing a membership calendar, Alban would prefer it if artist events and shows are sent to someone else. She will be focused on the Newsletter and asks that someone else compile calendar items.

March 2<sup>nd</sup> is the deadline for newsletter articles for the upcoming end-of-month newsletter.

### **EVENTS COMMITTEE:**

The Youth Art show closing awards reception is February 25. If weather permits, Laurie Schafer hopes to set the food tables outside. Cookies, snacks and lemonade will be provided, since the cupcakes order was becoming complicated. President Keesling will be delivering awards.

Intake for the 29 Palms members show is February 26. The reception, on March 3, will be the combined gathering mentioned in the President's report.

The 'Spring Fling', an MBCAC social gathering to celebrate the arts is likely to be held on a weekend in May or April, with second Saturdays avoided as will Grubstake days. The gathering will be a potluck, all membership invited, and the Sun Alley venue does not come with a fee. Entertainment was to revolve around a jam session, which will be discussed. After lengthy discussion on dates that work and the consideration of conflicting events, a tentative date of Sunday April 8<sup>th</sup> at 1pm was proposed. Schafer will contact Sun Alley and performers to see if that date works. **[Action item]**

### **GALLERY 62 REPORT:**

Director Johnson has been working on updating and streamlining all gallery forms. The older documentation will be maintained in a binder at the gallery. Stella Vognar is updating website information about Gallery 62. E-blasts are being sent to members on a monthly or biweekly schedule and social media is being leveraged. Gallery 62 artists have been booked for the year, with only the July and August Signature Room unclaimed. An invitation to take these months was made

to members at the meeting – August was taken by Mitch Miller. Thomas Alban might be interested in the Signature room for July.

Director Johnson would like to revamp the gallery floors, removing the carpet and possibly refinishing the concrete, if no obvious floor damage is visible. Volunteers will be called on to aid in the process. This project will be messy and must be done with care and she hopes that this can be done during the month of July. An alternative gallery schedule would tentatively be set – keeping the gallery open the entirety of the first week of July so that we can close the gallery during the last week of July to refinish the floors. A question was asked about whether the building owner is willing to help pay for the repairs, or if the cost can be deducted from the rent.

A cost estimate will first need to be provided for the floor repairs. Director Johnson will gather cost estimates for the floor repairs and wall repainting and provide it at the next board meeting. **[Action Item]**

Johnson would like to come up with a new highway sign and have it installed. Scott Doten volunteered to create a metal sign for Gallery 62. The existing coyote sign, once repaired, will share space with the art sculpture at the front of the gallery. A motion was made for Doten and Johnson to work together to design and build a new sign, it was seconded, and it passed without dissent.

The Wi-Fi at the gallery is not operational as of yet, and the credit card machine requires an internet connection. Johnson purchased a new router to replace the failing router, but Director Knight shared that she still needs to download the drivers to complete installation. Director Johnson asked about what we use as a backup to the credit card machine. We currently do not have a backup system.

### **OSAT (Open Studio Art Tours):**

The Kick-off Meeting was successful with 18 volunteers that showed up, the formation of committees proceeded and several people focused on organizing the OSAT website after Director Knight set up access to it.

A financial review and budget overview highlighted some issues, the biggest of which was how certain expenditures were categorized. The 2017 OSAT advertisement costs had been listed at \$31,558.59 and it was determined that catalog printing costs had been mistakenly categorized under advertisement. There is also a concern that not all artists have been turning in the 5% commission at the end of Art Tours. One way that MBCAC enforces the payment of the commission is in the returning of receipt books at the end of art tours. There was an increase in receipt book returns in 2017 from previous years, but some artists still seem to feel like commission payment is not mandatory.

President Keesling suggested that welcome letters be created and sent to any and all who register for the 2018 art tours with a reminder that the 5% commission fee at the end of art tours is as required as the initial signup fee. Another suggestion made was to make certain the 5% sales commission is listed on all applications, digital and paper.

Also highly recommended was to set a deadline for commission checks to be delivered by December 15, 2018. This would avoid the confusion of checks arriving during the next fiscal year.

Director Miller introduced ideas about the theme for Art Tours 2018. The theme could be 'celebrating art in nature' and would reflect on the Save-the-Date cards, printed and digital. Miller feels like all advertisements and art tours information should also tie Hwy 62 Art Tours, and the Morongo Basin, to Joshua Tree Gateway Communities, since that phrase has become popular and well known. One concern is that we avoid losing our own wording. Is it worth the additional verbal distraction to include Joshua Tree Gateway Communities in advertisements? The Art Tours has gained its own following over the years, and we might not want to complicate what MBCAC has built.

A suggestion was made to reword 'celebrating art in nature' to 'Celebrating Art in the Studios' or 'Celebrating Art in Desert Studios'. Further suggestions were to keep it simple, maybe there is no need for a theme, just keep it logo-centric, keeping all advertisements similar in color schemes. Miller will come up with wording and visual elements and present them during the next meeting.

**[Action Item]**

Catalog organization was discussed, specifically the utilization of any and all blank spaces and the blank back side of the map. A concern was shared about adding too much distraction to an already busy template. Maintaining blank spaces on the map allows for note space and it keeps the map clean.

The location of a 'blue' binder of past OSAT information should be located at Gallery 62. A Google drive also exists that contains information on OSAT – existing documents and imagery. There was some confusion and difficulty on how to read the format of said documents, which will need to be dealt with at a later date between Knight and Miller. **[Action Item]**

**ART IN PUBLIC PLACES:**

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:**

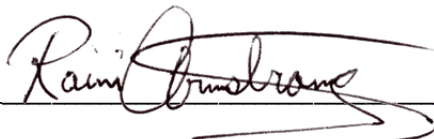
**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on March 14, 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 8:48 PM.

These Minutes are certified by the Secretary.

Signature  Date April 20, 2018