

**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 14, 2018**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 6:03 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), Laurie Schafer (Events director), Scott Doten (Communications), Patricia Knight (Membership director)

**Others present:**

Paul Morehead (OSAT team), Julianne Koza (member at large), Jennifer Kane

**Not present:** Amara Alban (News chairperson), Karan Murphy (Marketing director)

**QUORUM** was established.

**SECRETARY'S REPORT:**

The Minutes of the February 2018 board meeting had not been completed in time by the Secretary to share with the Board for review. The Secretary asked to share the February minutes over email correspondence and conduct a vote to accept them after corrections and suggestions have been incorporated. The approved and signed minutes for the February 2018 Board of Directors meeting will be posted to the MBCAC website under Board Minutes after email correspondence has been conducted.

**TREASURER'S REPORT:**

Co-Treasurer Henson presented a graph of income from Art Tour Registration fees, MBCAC membership dues, and Sponsorship ad revenue across 2016, 2017 and 2018. The graph highlights the promising start to this year's income gathering.

The monthly financial report ending on February 28, 2018 is incorporated herein by reference. The Corporation remains solvent. The beginning balance as of February 1, 2018 was \$17,329 with total deposits of \$11,176 and expenses of \$2,516. The bank balance at month's end was \$25,988.80.

The bank meeting was successful in adding the President, Vice President, OSAT Director, and Co-treasurer Kandel on the bank account so that checks can now be signed by multiple people. Kandel and Miller have been assigned debit cards for purchases that may come up during the year.

## **PRESIDENT'S REPORT:**

The Yucca Valley Chamber Mixer will be held at Innovus Print Shop on March 15, 5pm-7pm. A 29 Palms Chamber mixer will be held on March 17, 5pm-7pm. It is important to confirm that we are current members of all the Chamber of Commerce across the basin and attend the mixers to spread information about MBCAC and Art Tours. They also provide a great opportunity to gain connections. We have current memberships with the Joshua Tree and Yucca Valley Chamber of Commerce. We need to confirm that we have current membership with the 29 Palms Chamber.

MBCAC will be participating in the Joshua Tree National Park Art Expo as demonstrators and will have a tent on the lawn to promote Art Tours and MBCAC Artists. Paul Morehead and Kat Johnson will coordinate demonstration suggestions and volunteer members to operate the booth and/or showcase their art-works.

The Grubstakes Parade is set for May 26. The theme is 'celebrating life in the desert' and the traditional color scheme is red, white, and blue. This event provides a good opportunity to promote Art Tours; a motion to create a float and participate in the parade was made, seconded and passed without dissent. A committee will need to be formed to come up with a float theme that fits the Grubstake's theme. In the past, MBCAC decorated a trailer with hay bales, artists sat in the trailer drawing/sketching/painting and single canvas was set in the middle showing off a painting-in-progress by Snake Jagger.

A proposal was made for MBCAC to organize and manage large Arts and Craft event during the Grubstakes Days weekend in 2019. Discussion included what draws people to the event, attendance numbers for previous events, whether there are other non-profits and businesses participating in the parade which might boost interest for the possible Arts and Crafts show. One shared suggestion/preference would be to set the event indoors; unfortunately, this would take it away from most main travel routes. A well-seen outdoor location would subject artists to possible weather issues. The general feeling was that current promotion for the event is too small to start with, and some additional information must to be collected on who will be willing to promote the event for a 'revitalization' of Grubstake Days.

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

Vice president Geiger filed the Local Impact grant. The requested grant amount was \$16,600, an amount that does not exceed 25% of the organization's revenue from the last fiscal year. Geiger came up with this amount based on the MBCAC's financials for 2017. The funds, if we were to receive the grant, would go toward the Art Tours Director and some committee member volunteers as well as defray some of the printing cost of the catalog.

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

Director Doten shared that the Facebook group page is up to 2052 members. He has spoken with over 30 businesses about purchasing ad space in the 2018 catalog and has collected two contracts so far. Lori Rennie would like to trade advertisement space between Joshua Tree Art Expo and MBCAC Art Tours 2018, as we did in 2017. A motion was made to trade half-page ads with Joshua Tree Art Expo, the motion was seconded and passed without dissent.

## **EVENTS COMMITTEE:**

The MBCAC spring gathering will be held at Sun Alley on Sunday, April 29<sup>th</sup>, 1-5pm . It will be a potluck and we will need Event Insurance and an Alcohol permit, a one-day liquor license. A question was asked about whether power outlets are available for hot dishes. A 'jam session' is still planned for entertainment.

The Art Tours Orientation meeting will be on June 13<sup>th</sup>, 5-8pm. The board meeting will be limited to brief announcements from 5-6pm on June 13<sup>th</sup> at which time the potluck and studio tours discussion will commence. Topics will focus on open studio preparation. Kathy Miller will prepare a schedule and speakers. **[Action Item]**

## **GALLERY 62 REPORT:**

Kat Johnson shared the success of the latest gallery reception. Gallery 62 is nearly booked for the year, with the exception of July. Plans to refinish/stain the Gallery 62 cement have been halted. Original overzealous application of glue will make the carpet difficult and expensive to remove. Alternatives are being devised, including spatter painting the existing carpet, or vacuuming and/or steam-cleaning more often. A suggestion was made to install a 'floating floor', but this will require research.

Longer gallery hours during the first week of July are still in the works to allow for gallery maintenance at the end of July.

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

Director Knight shared that membership is at 246 active members, 89 are overdue on their renewals and 18 new members have joined in the last month. Website core themes and plugins are up to date. Updates to some webpages are in progress with Kat Johnson assigning committee members to the task.

Knight reminded all to submit current biographies and photos so that the 2018 Board Members list can be updated.

## **MARKETING REPORT:**

Karan Murphy was unable to attend; Kathy Miller read Murphy's report instead. Businesses, hotels and restaurants are being contacted, and commitments to purchase advertisement space on the 2018 Art Tours catalog are already up to \$12,140 with \$5,985 paid. Although commitments are not money in the bank yet, marketing endeavors are off to a great start.

## **NEWLETTER**

Amara Alban was unable to attend; President Keesling reminded everyone that the deadline to get entries into the end of month Newsletter is March 16.

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

Director Miller introduced the 2018 OSAT budget. Base information was borrowed from the 2017 budget, altering the advertising budget slightly by including \$500 for the cost of two new 4'x8' banners. Expenses focus on purchasing advertisement space for the 2018 Art Tours in

