

**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 **May 9, 2018**, at the La Palapa Mexican restaurant, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 6:07 PM.

**Board Members Present:** Ed Keesling (President), Marcia Geiger (Vice President), John Henson (co-Treasurer), Raini Armstrong (Secretary), Paul Morehead (Art Tours director), Kat Johnson (Gallery 62 director), Laurie Schafer (Events director), Patricia Knight (Membership director), Karan Murphy (Marketing director)

**Others present:**

Julianne Koza (Member at large), Amara Alban (News chairperson), Jennifer Kane (Arts Connection), Ken

**Not present:**

Lesly Kandel (co-Treasurer), Scott Doten (Communications)

**QUORUM** was established.

**SECRETARY'S REPORT:**

The Secretary has fallen behind with the compilation of Board meeting minutes. She will attempt to complete the Minutes for the April Board meeting as time allows and will attempt to share the latest draft with the Board by mid-May via electronic communication. [**Action item**]

**TREASURER'S REPORT:**

Co-Treasurer Henson presented the monthly financial report ending on April 30, 2018, incorporated herein by reference. The Corporation remains solvent. The beginning balance as of April 1, 2018 was \$52,631.17 with total deposits of \$8,284 and expenses of \$2,641. The bank balance at month's end was \$58,848.

Henson hopes to create a generalized budget with subcategories indicating Gallery 62, Art Tours, and MBCAC, that the Board can refer to during discussions. [**Action item**]

**PRESIDENT'S REPORT:**

MBCAC will have a float in the Grubstake's Parade on May 26th. The plan includes having the Joshua Tree Jazz band playing while volunteer artist's sketch a clothed model on the back of the trailer. Art Tours save-the-date cards will be handed out by volunteers walking beside the float.

All volunteers should wear red, white, and blue. A planning meeting will be held on May 11<sup>th</sup> at 4pm.

The Morongo Basin Strategic Plan has been drafted and a meeting will be held on May 10<sup>th</sup> to discuss options. There is a need to have a central group to serve as an organizational committee between the many Morongo Basin art groups, and MBCAC will need to discuss this possible role.

MBCAC loaned sound equipment to the 29 Palms Art Gallery, and hopes to begin renting out the equipment on a regular basis to other groups. A rental fee and rental contract will need to be discussed and training on the equipment will be necessary so that the instructions can be passed on to the renters. The storage of equipment was mentioned; currently, MBCAC stores equipment in the Gallery 62 office. A motion was made to look into the cost of renting a storage unit. **[Action item]** Ed Keesling volunteered to call around.

MBCAC plans to present a collage art demonstration at the JT Art Expo during September 15<sup>th</sup> and 16<sup>th</sup>. Volunteers will be needed to present collage techniques to visitors, preferably two for the morning shift and two during the afternoon shift for both days.

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

The Arts Connection annual conference will be held on September 29<sup>th</sup> at Copper Mountain College. The focus for the conference will build upon the discussions and collected data from the 2017 conference. Partnerships with other artists and art organizations will be one of many topics discussed.

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

Membership is at 262 active members, 50 members are overdue, 41 have lapsed and 8 new members have signed up in the last thirty days. Director Knight archived all older members to make room for new memberships.

Knight requests that anyone experiencing issues with the MBCAC, Gallery 62, or OSAT websites provide her with screen shots when a problem arises. She is unable to create the various problems that members have been experiencing, and screen shots will be the only way that she can provide details to technical support.

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

Director Doten was unable to attend.

### **MARKETING REPORT:**

Earth Day was successful. Ten children plan on submitting art in the 2019 Youth Art show. Advertisement sales are going well.

### **GALLERY 62 REPORT:**

Director Johnson shared the successful installation of the new gallery sign. The next sculpture for 2019 has been planned, the contract for the previous sculpture ending in September.

Donna Thomlinson, the drawing session instructor at the gallery, would like to commit to more time at the gallery. MBCAC has not charged a renting space fee, and with the request for

additional time, a requested donation fee was discussed. A motion was made to allow Donna to hold additional classes at Gallery 62, with the added request that she have her students submit a donation of a certain amount that will begin to go toward covering utilities.

The Youth Art show has been displayed in February over the last few years, and this is a popular month to display art. February was originally chosen because it lined up to a national youth art competition held in March. President Keesling shared that support for the Youth Art competition has dwindled over the years, so the Gallery 62 youth art show might get rescheduled. Discussion resulted in alternative month suggestions, a shorter display schedule, displaying a youth art show at one of the Art in Public Places venues, and the possibility of displaying other student art groups - college student art, high school art, and occasionally grade school art.

Additionally, if the Youth show were to remain a month in length, MBCAC might propose a broad theme announced on the flyers for the youth art show so that children submit different and unique images, thereby avoiding a large set of the similar imagery art pieces. Ultimately, the schools and the teachers must be involved as much as possible to make the youth art show successful, because they will be the primary encouraging factor behind student submissions.

Johnson brought up the idea of holding a silent auction to provide a fun way of raising money for youth art, or the gallery.

A committee might be necessary in order to devise the best way to redefine the Youth Art show. Johnson will look into redefining the Youth art show and present a succinct idea at the next meeting. **[Action item]**

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

Director Morehead reported that advertisements are *booked* at around \$15,000; a great commitment so far.

The ability to post the newsletter on Facebook was requested as it might increase the number of newsletter readers. This can be done through the sharing of a link to the newsletter over Facebook. Once a post has been created, it can be shared out across other Facebook groups associated with MBCAC.

The OSAT Collective Show is planned for October 5, 5-8pm. Volunteers will be needed to sit during the month of October. 95 artists have expressed interest in showing at the collective show.

The CREATE Center for the Arts, in Palm Desert, would like to promote artists of the Art Tours during the month of September. Around 30-35 art pieces can be accommodated. There is a \$10 hanging fee and a 50% commission on sales.

A question about whether MBCAC is a member of the Basin Wide Foundation was asked. We aren't currently members. A motion was made to have Director Morehead join the Basin Wide Foundation, if membership is less than or equal to \$100. **[Action item]**

June 13 will be the Art Tours Educational potluck meeting at the Center for Healthy Generations from 6-8pm.

**EVENTS COMMITTEE:**

The Jam Session gathering was fun and eventful, though few new members attended. The biggest expense was the liquor license at \$25. Three t-shirts were sold and donations came in at \$30. Several social media venues were utilized to promote the gathering, the MBCAC newsletter was used to advertise for the two months leading up to the event, and word of mouth helped. In the past, these events were combined with an interesting guest, or at an interesting location, and it was open to the public. Therefore, we may need to discuss how to increase interest in these group events for the future.

Vicky French who owns the Tumbleweed Sanctuary in Yucca Valley, at a former church, expressed an interested in participating with art groups. MBCAC might consider the speaking with Vicky about holding a gathering at the Sanctuary.

**NEWLETTER**

Amara Alban asked for suggestions about how to draw more interest to the newsletter from graphical design changes to alternative sharing methods. A question about automatic Facebook sharing came up.

**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:**

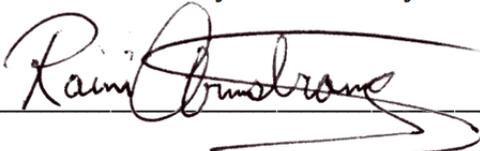
**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on June 13, 2018, at 5:00 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 7:53 PM.

These Minutes are certified by the Secretary.

Signature  Date 7/8/2018