

**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 **August 8, 2018**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 6:05 PM.

Board Members Present:

Ed Keesling (President), Marcia Geiger (Vice President), Lesly Kandel (co-Treasurer), Raini Armstrong (Secretary), Kat Johnson (Gallery 62 director), Karan Murphy (Marketing director), Patricia Knight (Membership director)

Others present:

Julianne Koza (Member at large), Amara Alban (Newsletter chairperson), Bill Green (OSAT committee member)

Not present:

John Henson (co-Treasurer), Scott Doten (Communications), Laurie Schafer (Events director), Paul Morehead (Art Tours director)

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the April, June, and July 2018 board meetings were shared through email correspondence. Corrections and suggestions were collected and incorporated for the above-mentioned board minutes, and separate motions to accept the minutes were requested through email. Insufficient responses were received to complete the voting procedure, so hardcopies of the April, June and July minutes were provided for review. Separate motions to adopt the April, June, and July 2018 minutes were made, seconded and passed without dissent. The Secretary will post the approved and signed minutes for the April, June and July 2018 Board of Directors meetings to the MBCAC website under Board Minutes.

TREASURER'S REPORT:

The beginning balance as of July 2018 was \$68,416 with total deposits of \$2,161 and expenses of \$12,416. The bank balance at month's end was \$58,161. The Corporation remains solvent.

Co-Treasurer Kandel presented the statement of activity for 2018 through July to be reviewed by the board. A request to add the details of monthly expenditures to the report was requested, and it will be provided by the co-Treasurers during the upcoming monthly meeting [**Action Item**].

PRESIDENT'S REPORT:

A storage unit is being rented for MBCAC equipment, specifically the popup canopy, sign, and sound equipment. An items check out list will be used when a board member requires the use of equipment.

The 29 Palms Inn requested the use of Adhesive hooks. Several artists have conducted tests, which were very successful for smaller, lighter art pieces. The hanging of larger items has partially been tested. The adhesive hooks are rated at 16lbs, and for heavier works, two hooks might be required, but additional test will need to be conducted. The cleaning process is very specific; denatured alcohol must be used to properly clean the wall before applying adhesive hooks in order to guarantee the max rating of each hook is met. The team will re-evaluate the new system after a few month of use.

The Southwest Art Festival committee is asking for volunteers for the January 24-27 festival.

The Basin Wide Foundation luncheon is scheduled for August 14. Non-profit organizations will be their focus.

A memorial project planning session is being held on December 2 and a call for artists across San Bernardino County is been shared through various art groups. San Bernardino is looking for suggestions and art ideas.

The Art in Public Places team is looking to alter their policies document. Topics to be included in the policies and procedures document should detail expectations, recommendations, and responsibilities of MBCAC and the displaying artist. Additional suggestions included asking the artist to write legibly and the requirement to use the Art in Public Places show cards. Artist business cards can be displayed in a separate holder at the venue.

VICE PRESIDENT'S REPORT:

Vice President Geiger is gathering information on upcoming grant deadlines and applications. Focus is being placed on grant application that will support youth art endeavors.

The Arts Connection conference is scheduled for September 29 at the Copper Mountain College, Bell Center. Members interested in attending the conference should contact Geiger to be registered as a group. The Arts Connection requests that the MBCAC board becomes a non-profit fiscal sponsor. A contract should be drawn up to properly define this relationship. A board member will need to be named as MBCAC's representative. The last fiscal relationship that MBCAC was involved in was the Empty Bowls project in 2017. This opportunity fulfills MBCACs endeavor to lend aid to artists and provide a supportive environment to the arts, which looks good on grant proposals. A motion to become a fiscal sponsor and draw up procedures to deal with the relationship was made, seconded, and passed without dissent [**Action Item**].

The newly altered Art in Public Places labels were printed in a set of 250 in a business card size. Additional labels will be ordered. Geiger is reaching out to the Joshua Tree Brewery to become a potential venue for Art in Public Places.

OSAT (Open Studio Art Tours):

Director Morehead was unable to attend the meeting. He sent his report via email, which was shared with board members after the meeting and has been incorporated in the minutes.

Ad sales have been received. The OSAT catalog proofing took place at Gallery 62 on August 1 & 2. The maps have been emailed for proofing via Wild Apricot, with the attached deadline of August 8 by 5pm.

Catalog printing is to be done through VIP. A representative at VIP reported a paper price increase of 9%, which will increase the cost of printing. A quote will be provided via email correspondence for the requested 10,500 catalogs on the same paper, using the same print quality of the previous year. Printing is schedule for the week of August 13.

A question was asked about where OSAT advertisements had been sent, specifically about whether the Los Angeles ad had been purchased. This question will need be answered via email correspondence or during the next meeting [**Action Item**].

MARKETING REPORT:

Catalog ad sales have gone exceptionally well and Murphy expressed that many individuals were interested in ad space specifically because the Art Tours grows every year and is well recognized across the desert.

Murphy has a youth art show displayed at the Yucca Valley Town Hall. Murphy asked the Board if it was possible to forgo the MBCAC commission on any sales of these art pieces. The Board agreed to forgo the commission on sales as long as it is made clear to the parents and children that art galleries ask for a commission to support the ability to host art show opportunities to artists.

GALLERY 62 REPORT:

Johnson will be posting a 'by appointment hours' sign at Gallery 62. The idea of holding a weekend pop-up event out in the Gallery 62 parking lot has been an interesting topic and Johnson will work to create an application with space fees, rules, and any additional information necessary. A pop-up event will continue to be considered as will not be attempted until the fall and spring.

EVENTS COMMITTEE:

Schafer was unable to attend.

MEMBERSHIP DIRECTOR'S REPORT:

Membership is at 252 active members, 63 members are overdue, 61 have lapsed and 2 new members have signed up in the last thirty days.

The single page Art Patron Ad was submitted on time, before the deadline.

The OSAT website needs to be updated, but the latest set of images must be proofread before they are committed.

COMMUNICATIONS DIRECTOR'S REPORT:

A catalog distribution centers map was requested, however, it can only be created/provided as information is finalized. Paul Morehead will need to be contacted for any further information.

Bill Green hopes to divide up the 'approved' catalog map, create sectors out of it, and share the sections through social media.

The Joshua Tree Music Festival will provide an opportunity to share OSAT information. The music festival is on the first weekend of October.

Green is aiming for posting two artist per day on social media. As of the meeting, a third of the participating artists are being represented on social media. The holdup on the rest is due to either artists lacking a social profile to share (no webpage, no Facebook, etc.) and also because Green has not received all proofread artist images as of yet.

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/>

NEWSLETTER

The newsflash content has been a bit lean over the last few months. Alban requests that a designated person collect representational information for each Art in Public Places venue to present on the newsflash as well.

OLD BUSINESS:

NEW BUSINESS:

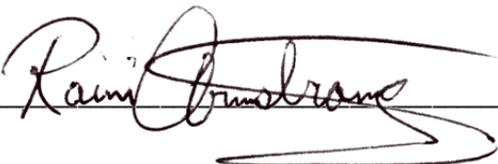
GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on September 12, 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 7:56 PM.

These Minutes are certified by the Secretary.

Signature  Date 9/15/2018