

**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 9, 2019**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 6:02 PM.

Board Members Present: Ed Keesling (outgoing President), Marcia Geiger (outgoing Vice President, President-elect), Raini Armstrong (Secretary), Kathleen Johnson (Gallery 62 director), Laurie Schafer (Events director), John Henson (co-Treasurer), Lesly Kandel (co-Treasurer), Bill Green (Communication director, Art Tours director-elect), Patricia Knight (outgoing Membership director), Mitch Miller (OSAT committee, Membership director-elect)

Others present: Julianne Koza (Member at large)

Not present: Karan Murphy (Marketing director), Paul Morehead (outgoing Art Tours director)

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the December 2018 meeting was shared with the Board for review. Corrections and suggestions were requested, and a motion to adopt the December 2018 minutes as read, with changes, was made, seconded, and passed without dissent. The Secretary will post the approved and signed minutes to the MBCAC website under Board Minutes.

Secretary Armstrong will continue in her position as Secretary in 2019. Her shared goals revolved around providing faster reports every month, and working to condense reports more effectively.

TREASURER'S REPORT:

The beginning balance of December 2018 was \$25,796.33 with total deposits of \$2,405.89 and expenses of \$10,378.50. The bank balance at month's end was \$17,823.72. The Corporation remains solvent.

The Gallery 62 December *Holidaze* show experienced great sales.

Co-Treasurer Henson received a good response from most participating Art Tours artists regarding sending their commission checks into MBCAC. A list of artists that that have not responded will be preserved and any of the artists wishing to participate in the 2019 Art Tours will be required to provide their commission check.

Co-treasurer Kandel and co-Treasurer Henson offered their thanks for a good year and their focus for 2019. Henson plans to develop reports that will better serve the Board. Director Knight suggested that a template might be created that more accurately defines expenses before they are passed over to the accountant, as his entries directly affect the financial statements presented to the Board.

PRESIDENT'S REPORT:

Outgoing President, Ed Keesling, presented a summary of MBCAC accomplishments for 2018 starting with experiencing the best advertising endeavors to date, thanks to Karan Murphy. Gallery 62 saw profitable shows through the year, thanks to great coordination by Kat Johnson and committee. The newsletter was reestablished, thanks to Amara Alban. The office was organized with the purchase of a storage unit, and MBCAC equipment has been stored within to include a popup tent and the music system. MBCAC continued its membership with the Arts Council which allows collaboration and participation with an art group with extensive contacts and training opportunities. MBCAC is increasing its representation with other art groups, including Chaparral Artists, and it hopes to increase its cooperation with other art groups of the Morongo Basin.

Incoming President, Marcia Geiger, officially took over the role, and thanked Ed Keesling for his time.

A motion to change the meeting time of the Board of Directors to the first Thursday of the month was made, seconded, and passed with one person in dissent.

VICE PRESIDENT'S REPORT:

Vice president Geiger thanked President Keesling for a good year. She expressed that a Vice President's job is to support the President and take over during meeting when needed. She never had to take over the duties as President, so she had ample time to continue her focuses on grant writing.

MEMBERSHIP DIRECTOR'S REPORT:

Director Knight shared that the websites remained active throughout the year and visits to the Art Tours website have risen consistently over three years. MBCAC remained around 250 active members, 69 new members were welcomed. 254 active members throughout the year, 72 have lapsed, and 5 new members joined over the last month.

GALLERY 62 DIRECTOR'S REPORT:

Director Johnson is looking forward to another successful year. Great feedback regarding the quality of the gallery shows was shared over the year.

COMMUNICATIONS DIRECTOR'S REPORT:

Director Green shared that MBCAC started with 8 Twitter followers in 2018 and we are at 29 followers now. Facebook began with 492 likes and now there are 723 like. Instagram saw the most growth from 337 to 1193. His current focus is on promoting current events and MBCAC Art in Public Places on social media. He wants to grow the MBCAC brand while representing as many artists as possible.

MARKETING REPORT:

Murphy was unable to attend.

OSAT (Open Studio Art Tours) DIRECTOR'S REPORT:

Paul Morehead was unable to attend.

EVENTS COMMITTEE:

Schafer shared that providing group events is all about providing opportunities to gather and share ideas, such events do not make money, but the expenses have been kept to a minimum.

ART IN PUBLIC PLACES:

Keesling volunteered to take over Valerie Davis's role as Art in Public Places manager, until a new manager can be found. He will manage two venues, Las Palmas and the Day Spa.

Rik Livingston manages two venues, Joshua Tree Library and Pie for the People.

Karan Murphy manages two venues, the Yucca Valley Town Council and Ink & Steel.

The Art in Public Places (AIPP) program is under construction. AIPP has consisted of venue coordinators, often managing one or two venues, and a venues chairperson that manages the venue coordinators, who also takes on a venue. As the program grew, the responsibilities between venue coordinator and venues chairperson became blurred. If the venues chairperson becomes a board member, with *possible* compensation, these responsibilities will need to be fully defined and clearly separate from the coordinator's role, and a monthly report on AIPP status will be required.

How to provide fair compensation for all Art in Public Places committee members is being discussed, as are the exact responsibility differences between roles in the program. One benefit mentioned for being a venue coordinator might be a year of free membership to MBCAC. The chairperson, potentially a board member, might be offered 5% of the MBCAC commissions from AIPP art sales. Currently, a 15% commission on AIPP sales goes to the venue, 15% goes to MBCAC, and 70% goes to the artist.

If people wish to be placed on a list of artists interested in showing at any of the Art in Public Places venues, artists can contact Ed Keesling OR visit the website at <http://www.mbcac.org/call-for-artists/>

OLD BUSINESS:

The new gallery hanging system has been purchased for the 29 Palms Inn and will be delivered later in the week. Additional wires and hooks have been purchased for the Joshua Tree Library venue, ten hooks and ten wires. Secretary Armstrong will create a breakdown of the charges to clarify where they will get sorted, for the accountants benefit. **[Action Item]**

NEW BUSINESS:

The 2019 Board Election results, in summary, Marcia Geiger will serve as President. Ed Keesling will serve as Past President and interim AIPP manager. Raini Armstrong will continue as Secretary. Lesly Kandel and John Henson will continue as co-Treasurers. Bill Green will serve as Communications Director and Art Tours Director. Kathleen Johnson will continue as Gallery 62 Director. Mitch Miller will serve as Membership Chair and Registrar. Patricia Knight will continue as Website Chair. Laurie Schafer will continue as Events chair. Karan Murphy will continue as Marketing Director. Julianne Koza will continue as the Chaparral representative. The Vice President has not been determined.

The Yucca Valley High school has asked MBCAC to attend their Career Exploration Day, which will be on March 7, 2019 during the school hours. Discussion included what a volunteer might discuss with the students about art as a career, and how to differentiate the information being shared by the 29 Palms Gallery representative and the MBCAC representative.

Director Miller would like to update the Membership form to clarify the part-time residency requirement associated with Art Tours participation, and wonders if the Gallery 62 mission might need to be clarification as well. This discussion will be revisited at the February meeting.
[Action Item]

Director Johnson asked that the MBCAC Business Membership be clearly defined, to include added clarity on the benefits of paying a business membership versus an Individual membership. Discussion included the addition of a possible benefit – the automatic sharing of that business' website link on the MBCAC website.

GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on **February 7, 2019**, 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 8:05 PM.

These Minutes are certified by the Secretary.

Signature _____ Date _____