

**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 7, 2019**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Marcia Geiger at 5:02 PM.

Board Members Present: Marcia Geiger (President), Raini Armstrong (Secretary), John Henson (co-Treasurer), Lesly Kandel (co-Treasurer), Kat Johnson (Gallery 62 director), Laurie Schafer (Events director), Bill Green (Communication director, Art Tours director, and interim Newsletter chairperson), Karan Murphy (Marketing director), Ed Keesling (Past President, interim AiPP Director)

Others present: Julianne Koza (Member at large), Patricia Knight (Website chairperson) Jennifer Ruggiero, Sherri Sullivan

Not present: Mitch Miller (Membership director, OSAT registrar)

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the January 2019 meeting had been shared via digital communication with the Board for review. Corrections and suggestions were incorporated, and a motion to adopt the January 2019 minutes as read was made, seconded, and passed without dissent. The Secretary will post the approved and signed minutes to the MBCAC website under Board Minutes.

PRESIDENT'S REPORT:

President Geiger looked into the upcoming electricity rate changes that Edison announced. Several options exist, most with an attached increased cost. Geiger opted for the minimum yearly increase with the least amount of confusion. MBCAC taxes have been filed.

VICE PRESIDENT'S REPORT:

The Vice President position has not been filled. No report will be given.

TREASURER'S REPORT:

The beginning balance in January 2019 was \$17,362 with total deposits of \$2,446 and expenses of \$2,757. The bank balance at month's end was \$15,324. The Corporation remains solvent.

OSAT (Open Studio Art Tours):

The Art Tours budget is being formed. Director Green is waiting on catalog design and production costs. The deadline for budget review is March. The OSAT committee has approved holding Art Tours for three weekends, planning is underway for how the third weekend will affect ads and the catalog.

OSAT registration will go from mid-February through April 30. Fees will be increased slightly for 2019, and the third weekend registration cost will be negligible. A late registration fee of \$100 will be applied to signups through May. The OSAT committee is *considering* extended registrations through the summer. Artists that sign up during this period would NOT be included in the catalog, but they would still benefit from online advertisement opportunities and they would be listed in the online interactive map.

Art categories have been amended and expanded.

Registration can be completed online, or registration can be completed in person at Gallery 62, dates to be announced. **[Action item]**

Promotion of the Art Tours through workshops, panel discussions, or partnerships with other art groups are being discussed. Graphics designers have been contacted to submit their proposals for creation of the Art Tours 2019 printed and digital media, to include the Art Tours catalog, map insert, poster, save the date cards, event banners, and social media graphics. Catalog printing quotes are expected from VIP Printing and Art Patron.

Promotional messaging will push the idea of 'discovery and exploration', which ties perfectly into the Art Tours event. A generic Art Tours ad will be placed in the spring edition of Art Patron. The Welcome Center sign has been renewed for 2019. Ads are planned for the San Diego, and Los Angeles regions and increased digital advertisements are planned for 2019.

GALLERY 62 REPORT:

Director Johnson shared that the current show 'Surfaces' was a success and the reception was well attended.

MEMBERSHIP REPORT:

Director Miller was unable to attend. He provided his report through digital communication for inclusion in the minutes. Membership is at 262 active members, 69 members are overdue on their membership, 63 have lapsed and 2 new members have signed up in the last thirty days.

The President will draft a letter to be sent out to lapsed members to entice these individuals back to MBCAC. **(Action Item)**

Miller shared that the membership forms need to be updated in order to clearly define each of the MBCAC membership groups (individual, business) and the associated benefits. Discussion should include possibly adding a 'local' and an 'out of town' option, which would only affect artists wishing to show at Gallery 62 or Art in Public Places.

COMMUNICATIONS DIRECTOR'S REPORT:

MARKETING REPORT:

Director Murphy is signing up for the Earth Day Festival in Yucca Valley to promote Art Tours 2019.

EVENTS COMMITTEE:

Schafer had nothing to report on upcoming events.

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 visit the website at <http://www.mbcac.org/call-for-artists/>

OLD BUSINESS:

The Youth Art show is being planned; more information will be provided during the next meeting. **[Action Item]**

NEW BUSINESS:

Jennifer Ruggiero applied to be the Art in Public Places (AIPP) Director. Ruggiero is interested in continuing her management of the 29 Palms Inn if she got the Director position. As Director, Ruggiero would like to see a sharing of information about how each venue manager promotes their own shows, and she would like to see that their artist lists are shared. From experience, communication between venue managers has been sparse. She wants to see an increase in the sharing of resources that MBCAC manages and an increase in communication/advertisement.

Some clarification regarding paperwork management and the processing of sales was discussed. Director expectations versus venue manager expectations as well as committee meeting expectations were considered. Possible AIPP expansion was also discussed. The management of an event calendar as well as an AIPP Instagram page was suggested.

Sherri Sullivan interviewed for the AIPP Director position as well and provided her thoughts on what she was ready to do with the position. Sullivan met with Valerie Davis and Rose Cafelu to discuss AIPP as it stands, and what might be done to enhance and grow the program, possibly to include venues in the lower desert in addition to the current venues. Sullivan felt that artists do not always have an online presence, and she feels like a balance of email and phone invitations will be important to bring artists to the program and maintain strong relationships. Sullivan is willing to take over the venues that Ed Keesling is managing until a venue manager is found.

The Board of Directors discussed the candidates, their strengths, and their interests in the AIPP program and its health. Because of her interest in expanding the program while still strengthening the existing communication/management/marketing of the program in its current state, a motion to nominate Sherri Sullivan as the AIPP Director was made, seconded, and passed without dissent.

GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on March 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 6:30 PM.

These Minutes are certified by the Secretary.

Signature *Rainie Anderson* Date 2/10/2019