

**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 8, 2017**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 5:10 PM.

Board Members Present: Ed Keesling (President), Marcia Geiger (Vice President), Raini Armstrong (Secretary), Mike Shaw (Treasurer), Patricia Knight (OSAT Director), Julianne Koza (Membership Director), Esther Shaw (Gallery 62 co-Director), Zara Kand (Gallery 62 co-Director), Karan Murphy (Marketing)

Others present:

N/A

Not present:

Scott Doten (Communications), Laurie Schafer (Events Director).

QUORUM was established.

DIRECTORS' REPORTS:

SECRETARY'S REPORT:

The Minutes of the January 2017 Board of Directors meeting had been previously e-mailed by the Secretary to all Board members. Suggestions and corrections were incorporated into the "Final" version. A motion to adopt the January minutes as amended was made, seconded, and carried without dissent. The Secretary will post the approved and signed minutes to the MBCAC website under Board Minutes.

PRESIDENT'S REPORT:

Keesling proposed the creation of a board members contact list with email addresses, phone numbers and job titles or designations within the group to streamline communication. The secretary volunteered to create the contact list, **Action Item.** This list might best serve the Board if it is posted on the website.

TREASURER'S REPORT:

Geiger offered the monthly financial report ending in January 31, 2017, incorporated herein by reference. The Corporation remains solvent.

Mike Shaw conveyed the financial status for January. The beginning balance for January, 2017 was \$23,995.23 with total deposits of \$1,964.38 and expenses of \$8,096.23. The bank balance at month's end was \$16,007.20.

Some of the expenses were due to stipends paid out. Close to \$500 dollars were received for the youth art show sponsorships. Not as much as hoped. Murphy asked about how she might help in the future to raise money. If we can gain more sponsors, even after the gallery has been up, we can list their names on the website, even though the original draw was to list each sponsor in the 2017 Art Tours magazine.

An update and clarification on an unwarranted invoice was discussed. The High Desert Star agreed to run three weeks of advertisement for OSAT 2016 in exchange for a full page advert on the OSAT 2016 catalog. Only two weeks were provided and they are charging for them. Knight will be meeting with a representative to straighten the issue out, **Action Item**.

Clarification was request about who receives membership checks and applications, who creates invoices and who then adds the user to wild apricot.

The President announced that job descriptions will be collected from Paul and placed on the website to be viewed and altered if needed, to be provided at the next meeting, **Action Item**. He suggested the creation of a budget committee with Mike at the lead and Patricia, Marcia, Zara, and anyone else willing to help. A meeting date of March 23rd was tentatively scheduled. A Strategic Planning meeting was suggested so that the board can discuss bylaws and goals for the year. A proposed date of March 26, 2017 was agreed upon, location of meeting at the gallery, 9-4pm, **Action Item**.

VICE PRESIDENT'S REPORT:

Geiger asked about board member email use, reminding everyone to take advantage of the assigned MBCAC addresses. The MBCAC website status was

requested and Knight updated the board on the website hosting group, the troubleshooting she had to go through and the end decision to remove the old website and start with fresh coding since Art Tours 2017 content would begin from scratch regardless.

Knight reminded all to optimize uploaded website content – photos, posters, etc. should be smaller than their original formats.

Geiger gave her report on the status of the California Arts Council Grant and the need for supporting materials for youth art show that may support potential education grants.

Board members that deal with financial information – membership checks, sponsor checks, etc. have been allowed access to the QuickBooks reports. Geiger recommended a debit card or cash card be assigned to the Art Tours Director to cover potential purchases arising from MBCAC events.

MEMBERSHIP DIRECTOR'S REPORT:

MBCAC membership currently stands at 353 active members, 3 new members since the previous month, and 114 lapsed members. Koza asked Suggested that a more frequent membership request be sent out – quarterly.

COMMUNICATIONS DIRECTOR'S REPORT:

Doten was not present, but the president read aloud a representative email sharing that the MBCAC Facebook page has 1,885 members. He suggested the idea of holding an Art Tours catalog cover page contest which might draw interest to the Facebook page and the MBCAC website.

Geiger reminded that the Art Tours committee, in the past, hasn't been able to juggle something like this due to a lack of volunteers; however the idea is very interesting. The idea will be passed on to the Art Tours committee during their next meeting.

MARKETING REPORT:

Director Murphy expressed her excitement and is awaiting a job description to fully realize her responsibilities. She asked for a current list of upcoming events so that she can begin marketing at those events.

Several contacts were provided to help Murphy put together a list of events that MBCAC might be able to become involved with, and she asked that others send her more connections as they come up. Suggestions provided included Earth Days, Grubstakes, the Rodeo, Village Fest, Copper Mountain College, Cultural Center, and JTNP Art Faire.

GALLERY 62 REPORT:

Co-Director Kand updated the board on the completed status of the youth gallery. She reminded everyone of the upcoming reception and ribbon ceremony dates. An official report on the sponsors will be provided next month, **Action Item**.

She announced the interest of providing a cement base for sculptures at the front of Gallery 62. Permission from the landlord has been provided already; the Gallery 62 committee now has to come up with a plan on how to build it, secure the art sculptures, and light the work. An idea of providing a Gallery 62 sign along the island between the road and the parking lot to draw attention to the gallery was proposed. Another idea raised was a kiosk that all the businesses might be able to advertise on. The question of who owns that piece of land will have to be determined before any ideas are settled upon.

Kand shared the profit and loss report for January at the gallery; total revenue of \$1,373.66 with expenditures at \$821.90 for a net revenue of \$551.76.

OSAT (Open Studio Art Tours):

The South West arts festival was a great success. Many catalogs were passed out, artist were collaborating and planning for future endeavors and interest was shown by people that plan on visiting during Art Tours 2017. Potential ad opportunities and contacts were made. The first meeting of OSAT was held on January 17th (3rd Tuesday of the month). A suggestion to offer early registration was made to provide more time to the catalog committee to create and pass around advertisement.

OSAT volunteer incentives were discussed to bolster volunteer activity in the form of an art-tours registration discount. 10% was suggested. Criteria for earning the incentive would be necessary. The president moved that the art tours committee come up with the criteria, a means to assure volunteers meet the criteria before the incentive kicks in, and present the idea to the board at the next meeting. **Action Item**. It was carried without dissent.

Backup locations were considered for the Collective Show in October 2017. There were issues with the show in 2016 due to a lack of volunteers during the first week and having a backup location may remedy this. The neighboring empty building to Gallery 62 might be available under the offer of volunteering time to 'fixing it up'. The owner should be contacted with the suggestion/offer, **Action Item**. The JTAG space may also work in the form of a cooperative collective show, contacting Frederic to discuss the interest is required, **Action Item**.

EDUCATION COMMITTEE:

The Youth Art Show was discussed and no further information is available.

EVENTS COMMITTEE:

Not present.

ART IN PUBLIC PLACES COMMITTEE:

Not present.

NEW BUSINESS:

Knight and Geiger created an account with Square to accept credit card purchases due to the need that arose at the Indio Art Fair in January. It is comparable with PayPal and Merchant and it does not include a monthly fee, only a per transaction fee. Mark Shaw said that the equipment has arrived. The device will be stored and used at Gallery 62.

GUEST COMMENTS:

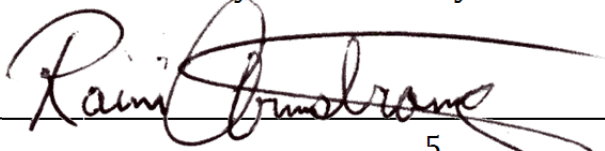
Not present.

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on March 8, 2017, 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 5:55 PM.

These Minutes are certified by the Secretary.

Signature  Date 3/10/2017