

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

The meeting was called to order by President Ed Keesling at 5:02 PM.

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

Others present:

N/A

Not present:

Mike Shaw (Treasurer), Esther Shaw (Gallery 62 co-Director), Laurie Schafer (Events Director)

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the February 2017 Board of Directors meeting had been previously e-mailed by the Secretary to all Board members. No corrections or suggestions were requested. A motion to adopt the February minutes was made, seconded, and carried without dissent. The Secretary will post the approved and signed minutes to the MBCAC website under Board Minutes.

TREASURER'S REPORT:

Geiger presented the monthly financial report ending in February 28, 2017, incorporated herein by reference. The Corporation remains solvent.

The beginning balance for February, 2017 was 16,007.20 with total deposits of \$1,069.51 and expenses of \$1,534.96. The bank balance at month's end was \$14,882.03.

Expenses included rent and utilities for the gallery, accounting fees, Youth Art printing fees, web hosting fees, and some advertisement fees.

PRESIDENT'S REPORT:

Youth Art month was a success. It drew new visitors to Gallery 62 and inspired great responses in the gallery comments book. The youth art catalog was a success, receiving good feedback from parents and sponsors. Future planning for an annual Youth Art show might include collecting addresses for all the attendees so that the ribbon winners receive prizes directly, rather than using their school as a mediator, cash prizes might also be simpler for children to deal with than a check. No representatives from the schools visited during the gallery reception which was unfortunate, but the school district was certainly represented by many of the ribbon winners. Future plans should include earlier planning and presentation to the school district so that school representatives might be more involved. Planning for 2018 might begin as early as June or July, 2017.

It was suggestion that MBCAC enters the Grubstake's Days float creation, May 26-29; the fee is \$25 for a booth. It is a good marketing opportunity for MBCAC and it will need volunteers for both creating a float and manning the booth. A motion to enter the event was made, seconded, and carried unanimously. A committee will need to be created to plan for the event, **Action Item**.

Doten suggested the creation of an MBCAC flyer to share during various events, like Grubstake's Days and Youth Art month, specifically for the children. It is an additional advertisement opportunity for the group, one which might include a coloring portion attached to it that may interest the youth.

VICE PRESIDENT'S REPORT:

Geiger provided an update on the California Arts Council grant, which is coming along; the full amount was applied for at the time of submittal which is currently \$18,000. It is always a good idea to request the full amount, because if even a portion of it is awarded it will support the upcoming Art Tours as well as other art focuses that are associated with OSAT.

MEMBERSHIP DIRECTOR'S REPORT:

Koza shared that MBCAC currently has 236 active members, of which 121 are overdue on their membership. We gained 9 new members since January and 2 renewals. 116 members have lapsed. There has been some difficulty in determining whether an application has been paid; one suggestion was to add a field or box on the application, for administration purposes, which would indicate the 'paid' status of the application, **Action Item**. There will be a record at the gallery of checks received, a receipt, however the addition of a 'paid' box and possibly even a place to write the check number would still be helpful.

COMMUNICATIONS DIRECTOR'S REPORT:

Doten conveyed the Facebook group page is up to 1896 members. He attended the OSAT meeting and has agreed to sell ads for 29 Palms but he will need exact dates of the Tours and the associated entry fees before he can fully contribute.

MARKETING REPORT:

The Yucca Valley Earth Day event requires a more focused tie-in between MBCAC and the 'reduce, re-use, recycle' theme if we are going to have a booth at the event. Catalogs and 'save the date' cards will be passed out, but to bridge the gap Director Murphey might bring in locally sourced clay and present some native art focuses. Clay could provide a nice tactile element to pass out to the children. It may be a good addition to the booth to display a few members' art pieces as well.

Keesling suggested another idea to offer to visitors of the booth which would require cut flowers and scraps of cloth torn into small strips. The transference of the flower's form could be achieved by pressing flower to cloth, which may be of interest to the youth.

GALLERY 62 REPORT:

Co-Director Kand shared with the Board that no official gallery report for the month of February has been compiled, but the current show is called Fantastic Fiber and \$690.00 in fees has already been collected. The April, May, and June shows are almost booked.

Kand asked whether there would be a fee change during the hottest summer months. It was agreed that for the time being, gallery fees will remain the same unless it became difficult to fill a certain month.

A series of 2-hour Life Drawing sessions will be provided by Gallery 62 and the first session is coming soon. The model fee will be split between the attendees. No additional fee is planned for the sessions themselves as it is a good opportunity to spread the word on how active MBCAC is in the community and in the arts program.

It was suggested that artwork from these sessions might even be hung at the gallery which also may draw more interest to the program.

The landlord would like to see sketches of the proposed pad planned for the front of the gallery, before he approves the plan. The plan is still to have a sculpture installed on the pad for a year, which would then go to an interested buyer at the end of that period, a new sculpture replacing it afterward. An unveiling party might be a nice way to introduce the pad and art piece when everything has been completed.

No further information is available on a proposed sign, installed on the median between the highway and parking lot. There is an existing pole that might provide a location for said sign, after checking on whether it is owned by any of the existing landlords. Murphey suggested that since the pole itself exists in its location, the idea of a well-designed sign in the same location may be more accepted by other store owners.

OSAT (Open Studio Art Tours):

Registration for Art Tours is now open. Three registration workshops are planned; March 12th, March 30th, and April 9th. OSAT volunteers are still needed, even after the introduction of an incentive. Director Knight suggested that the incentive for OSAT volunteers should be a flat \$35 value applied to membership or OSAT registration, rather than 10% off of OSAT registration. The change came up because not all volunteers will be involved in the Art Tours, but may still wish to provide their time to the event, and should receive equal compensation for their volunteered time. A motion to adopt the change in incentive for OSAT volunteer was made, seconded, and carried without dissent.

The October Collective show held at Gallery 62 has not been finalized, though no other options exist yet. The following dates for intake, reception and outtake could be as follows: intake on October 3rd (Tuesday), opening reception on October 6th (Friday), and outtake on October 30th (Monday).

Volunteers are needed and it was suggested that making calls might be necessary. A phone call is more personal than an email and it may receive a better response. Murphey would like at least two volunteers to help with visiting hotels and restaurants in the marketing endeavor. OSAT could use seven volunteers, especially as we come close to the Art Tours.

The OSAT team feels as though the catalog contest from the February meeting is short notice, but the idea is interesting and if proposed and planned for starting in November 2017, it might gain wonderful support.

More information on MBTA bus tour support will be provided during the next board meeting.

EVENTS COMMITTEE:

N/A

ART IN PUBLIC PLACES:

No updates have been provided for the Art in Public Places – four locations including the Joshua Tree Branch Library, Pie for the People Pizzeria in Joshua Tree, the 29 Palms Inn, and Las Palmas Mexican Cuisine in Yucca Valley. Valerie Davis provided only the artist showing at Pie for the People until April – Mary Best, a photographer.

OLD BUSINESS:

Print cartridges have not been purchased yet for the gallery because a consensus on toner type had not been finalized. The purchase was approved and a backup will also be purchased

The budget meeting is scheduled for March 23rd at 9am with Marcia, Mike, Patricia, Zara, Esther, and anyone else willing to assist. The strategic meeting will be put off until a later date.

NEW BUSINESS:

N/A

GUEST COMMENTS:

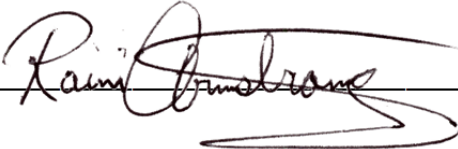
N/A

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on April 12, 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 6:27 PM.

These Minutes are certified by the Secretary.

Signature  Date 4/20/2017