

**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 **September 13, 2017**, 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 (President), Marcia Geiger (Vice President), Raini Armstrong (Secretary), Patricia Knight (OSAT Director), Karan Murphy (Marketing), Mike Shaw (Treasurer), Esther Shaw (Gallery 62 co-Director), Scott Doten (Communications), Zara Kand (Gallery 62 co-Director)

Others present:

Allene Payne, Thomas and Amara Alban

Not present:

Julianne Koza (Membership Director), Laurie Schafer (Events Director)

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the July 2017 Board of Directors meeting had been previously e-mailed by the Secretary to all Board members (there was no August meeting, so there was no August minutes document). The corrections and suggestions requested were incorporated in the final draft. A motion to adopt the July 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:

Mike Shaw presented the monthly financial report ending in July 31 and August 31, 2017, incorporated herein by reference. The Corporation remains solvent.

We were provided another extension until October 31st regarding the Department of Justice's non-profit organization support documents request. Shaw has provided what we can and the extension will allow him to call in and discuss the situation further. Ultimately, we might simply have to provide a letter stating our understanding of the situation.

There still exists an invoice from Alex for \$330 that has gone unpaid because it had been a part of a trading of advertisements between Hi-Desert Star and the 2016 Art Tours Catalog. Knight was under the impression that this had been resolved, so she will have to look back into it.

The beginning balance for July, 2017 was \$59,282.34 with total deposits during both months (July and August) of \$9,311.71 and expenses during both months of \$28,489.51. The bank balance at August's end was \$32,614.52.

PRESIDENT'S REPORT:

Two county-wide arts and culture *planning* opportunities are underway. The County Planning Commission is developing a strategy for supporting the arts. They hope to develop a plan over the next year that inspires more community cooperation in support of the arts. The plan is meant to be comprehensive and will be encompassing visual arts, music, dance, written word, and theater. The committee currently consists of eight (8) members and Keesling is on the committee to represent the Morongo Basin Arts Council. The next meeting is on September 29th.

On September 30th, the Arts Connection of San Bernardino is holding a conference at Copper Mountain College to present and discuss creating opportunities for arts and culture in the county. MBCAC has registered to attend the conference with Keesling, Geiger, Knight, and Armstrong.

VICE PRESIDENT'S REPORT:

Geiger received word back on why the California Arts Council rejected our application for the Local Impact grant. She explained that the report seemed a bit conflicting in its explanation which was frustrating. They conveyed confusion on how the MBCAC supported artists. They did not seem to understand how artists paid to participate in the program. They wanted to see a sharing of feedback and survey results surrounding the affect MBCAC has had in the community. They felt there was a lack of representational artistic merit, and yet they commended the catalog for being 'eye-catching'. They would like to see biographies of past artists. They wanted more detail on the community impact of MBCAC through community description, how our group serves the arts and the community, how we impact the artists, etc. They felt the catalog is a big expense and that other more cost effective means of supporting the arts are possible. They felt the source of project income was unclear and that the budget needed work.

Overall, there could be some alterations made to the application, and these will be tackled before the next submission, but the evaluation was not entirely helpful when it comes to how better to tackle the revision process.

MEMBERSHIP DIRECTOR'S REPORT:

Director Koza was unable to attend the meeting, in her stead Director Knight indicated that the group has 306 members total, 235 are active, 74 are overdue on their renewals and 67 have lapsed, 2 new members joined the group within the last month.

COMMUNICATIONS DIRECTOR'S REPORT:

The Facebook group page has over 1900 members. Director Doten shared that we had twelve new members join the Facebook page over the last month.

MARKETING REPORT:

Director Murphy is helping Valerie Davis with locating new locations to include on our Art in Public Places exhibit list. The Ink and Steel tattoo shop is interested in hanging artist's work on their walls. JT Saloon is interested in showing some artist's work – their wall space is limited, but

they have always been supportive of the Art Tours through purchasing advertisement space in the catalog. Frontier Café was not interested. Attending and showing art works at the Sunday Joshua Tree Arts & Crafts event is underway. The space will provide opportunity to educate visitors about Art Tours *and* MBCAC, along with the volunteer artist selling their art works. Murphy hopes that at least two volunteers/artists will be able to sign up for one Sunday each week. Any of these volunteer opportunities are open to all members of MBCAC.

A suggestion was made to attend the Yucca Valley swap meet in addition to the Sunday Arts & Crafts event in Joshua Tree in order to pass out information on the Art Tours and MBCAC.

GALLERY 62 REPORT:

The gallery sculpture has been finished and is ready for delivery; however the artist will not be able to deliver the piece as he does not have the capacity. Doten offered his help and his vehicle. The unveiling party will be combined with the Collective Show reception.

The island sign is in progress. The stained glass portion is more muted than anyone had expected, but it is a removable element on the sign and so we can plan on placing a new center glass piece if we feel the need. There was a discrepancy in the vibrancy of the planned glass portion versus the final glass portion, and this might be due to the initial attempted coordination with JTAG. In the collaboration attempt, the disk portion and the coloring became muted, and after JTAG expressed their interest in not collaborating in the sign's production, we didn't request that the glass portion go back to the original design. A decision to install the sign as it has been created was made, and any change to the glass portion will be considered at a later date.

Esther Shaw delivered a plan for upcoming the Collective Show – jewelers will be allowed a single piece of art, and two-dimensional artists will be limited to art works under 24 inches in size. Tags for art will include the studio number of the artist. The opening reception will be held on October 6th at 5pm-8pm, a second reception will be on the second Saturday of the month, October 14th, 6pm-8pm.

The November show will be a regular gallery show. The December show will be a special 'Under \$100' gallery exhibit in part to provide art works for the Christmas season. Accepted pieces will be of Fine Art quality, but we might open this show to giclée prints in order to fulfill the price-point.

A motion to increase our insurance coverage to cover the new sculptures \$100 per year was made, seconded, and passed without dissent. This insurance increase will cover vandalism and theft.

A motion to provide a limited edition 2017 Art Tours tee shirts to volunteer gallery sitters planning on sitting additional time during Art Tours was made, seconded, and passed without dissent.

OSAT (Open Studio Art Tours):

Director Knight shared that the Art Tours website has been receiving 200-300 visits per day.

Knight reminded everyone of the recent error to the catalog which affected over 53 artists. So far, the affected artists have sent back their understanding. The website information will of course be correct, to avoid too much confusion, but otherwise the catalog error seems to be, thankfully, a relatively minor issue.

The upcoming meeting will focus on setting up the Art Tours Collective Show. The Distribution team has been busy sending out the catalogs to various cities like Palm Springs and Los Angeles, and the rest of the catalogs will be allotted in sets of 20 to artists.

The Art Tours tee shirts were ordered. The price per tee shirt print went up slightly because the design had more than 6 colors, so they were printed using a digital form. Each tee shirt will cost \$12.50 to print, which means that the \$25.00 sales price will still provide some profit.

Knight officially announced her resignation after this year. She plans on helping her replacement and working with the youth art show and website design, but this year has been challenging with the responsibilities she is involved with and a break is greatly needed.

EVENTS COMMITTEE:

Murphy brought up the potential need to purchase a pop-up tent. EZ-up provides a sturdy version, possibly available at Sam's Club, but further study should be made. Another suggestion was to purchase a Caravan brand pop-up tent. The price for a pop-up should be around \$200. If we decide to invest in a pop-up, we will want to put money into the sturdiest version. A motion to purchase a pop up was made, seconded and passed without dissent.

Knight will research models and make the purchase. It will be stored at the gallery.

ART IN PUBLIC PLACES:

Valerie is still dealing with the media and organization for Art in Public Places. Murphy has taken on helping with interfacing between the venue establishment and artist during the intake and takedown days.

Mike Shaw requested that when pieces sell at these venues, to please include the artist name and the name of the pieces that sold so that it is easier to track sales.

OLD BUSINESS:

Amara requested that people make sure to send her any announcements so that she can create and submit the newsletter announcements.

NEW BUSINESS:

Amara presented the board with a fact sheet on the upcoming Empty Bowls Event on November 19th 2017.

The Empty Bowls has a grassroots focus, providing their donations to local food banks. Currently, several groups have pledged and begun providing bowls for the event, and once these have been completed, the soup and bread makers will be coordinated. Tokens will be utilized to aid in the scheduling of the meals throughout the day. It will allow a first-come-first-served

situation, while avoiding lines. People will make their donation and then receive a token indicating when they should return for a soup bowl and bread.

In order to cover the credit card fee, a motion was made to have MBCAC absorb the processing fee charge at the event's end. It will likely be a small charge. The motion was seconded and passed without dissent.

During the Empty Bowls event, there will be information tables providing visuals and discussion about the event. A suggestion was made to contact the Hospital to get someone, possibly dieticians, to create visuals regarding the dangers of prolonged hunger.

GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on October 11, 2017, 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 7:53 PM.

These Minutes are certified by the Secretary.

Signature *Raini Anderson* Date 10/22/2017