

**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 **October 11, 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 Director), Mike Shaw (Treasurer), Esther Shaw (Gallery 62 co-Director), Laurie Schafer (Events Director), Julianne Koza (Membership Director)

**Others present:**

**Not present:**

Zara Kand (Gallery 62 co-Director), Scott Doten (Communications)

**QUORUM** was established.

**SECRETARY'S REPORT:**

The Minutes of the September 2017 Board of Directors meeting had been previously e-mailed by the Secretary to all Board members. The corrections and suggestions requested were incorporated in the final draft. A motion to adopt the September minutes will be made via email correspondence during the next week due to the late sharing of the file. Once the final updates have been made, a vote will be held to accept the minutes. Once approved and signed, the minutes will be posted to the MBCAC website under Board Minutes.

**TREASURER'S REPORT:**

Mike Shaw presented the monthly financial report ending in October 10, 2017, incorporated herein by reference. The Corporation remains solvent.

Shaw simply paid the renewal fees for the fiscal years 2012, 2013, 2014, which came to \$75.00. He paid it because he could not locate the supporting documents for those years. The extension only went until the end of October, with no allowance for further extensions, so it was better to simply pay it.

There still exists some confusion on the \$330.00 between the Hi Desert Star and MBCAC. Apparently, the Hi Desert Star believes they owe the money to MBCAC; however that figure was never invoiced, as far as Director Knight can determine. Further communication will be made to determine how to rectify this [**Action Item**].

The beginning balance for September 2017 was \$32,614.52 with total deposits of \$2,394.99 and expenses of \$17,991.31. The bank balance at month's end was \$17,230.52.

### **PRESIDENT'S REPORT:**

President Keesling was invited to attend the strategic planning group for the San Bernardino County Land use Service Department. He will be representing the MBCAC. Two meetings have been held, where art needs were the focus. The next meeting with the strategic planning group will be on the 30<sup>th</sup> of October.

Keesling feels like one focus should be on cooperation between art groups. Keesling requests that the board come up with a list of 'art needs' for the Basin. One suggestion was to develop a basin-wide calendar where art organizations across the Morongo Basin can display their event, which might make it easier for groups in scheduling big events while knowing that they are not conflicting with other events in the area. It could benefit the Basin to schedule a meeting with the prime focus of gathering and sharing their calendar events. Some calendars exist already; the Yucca Valley Chamber of Commerce has a good calendar, but one that only includes chamber member events. The Joshua Tree Chamber has an extensive events calendar as well. What would really be helpful is to merge some of these existing calendars, and to open it to all art groups.

The need for a nominations committee is at hand. The nominations committee will simply need to make phone calls to current members and begin asking for people interested in becoming a board member. Currently, the Director positions that will need to be filled are Gallery 62, Treasurer, Membership and Art Tours. Patricia Knight has already provided her resignation letter. Julianne Koza, Mike and Esther Shaw, and Zara Kand will need to provide their resignation letters over the next few months.

### **VICE PRESIDENT'S REPORT:**

Director Geiger shared that the Arts Council now owns an EZ-up. It did not come with weights, so she has volunteered to create weights. The pop-up will be stored at the gallery.

Geiger provided information about the Arts Connection conference held at Copper Mountain College. The focus was on collaboration and 'creating art opportunities' in the county; however there was an unfortunate lack of involvement with the already existing art groups in the Morongo Basin. There was a great emphasis on how to draw interest into the area, such as how the Joshua Tree Music Festival draws people to the desert, but our interest will continue to be on how to coordinate opportunities for our existing community artists. One take-away from the Arts Connection conference was the need for further communication with other art groups. Collaboration will continue to be of prime interest for MBCAC, and ultimately it seems like drumming up interest in the Arts Council by actively sending out invitations to people will be necessary, rather than waiting for people to join on their own.

Geiger spoke on her attendance of the Arts Administrators breakout session during the Arts Connection conference. One suggestion was to work in conjunction with other groups, or a larger group, in the process of going after funding as it will provide a stronger basis during the application process. Focuses such as maintaining a student program would look great on the grants applications, however we also already need the program in place for it to look viable. It

will be work, but we seem to have to place more focus on developing artistic collaborations with the community and providing support in questionnaire form to track our progress.

In the future, Geiger suggested that we attend the Arts Connection meetings as a group, or rotate attendance so that the MBCAC becomes more involved with the county-wide planning sessions. President Keesling volunteered to contact the Arts Connection in order to get a schedule of their meetings [**Action Item**]. Their home base is at the arts building at California State University, San Bernardino.

### **MEMBERSHIP DIRECTOR'S REPORT:**

Director Koza shared that the Arts Council has 310 members total, 230 are active, 79 are overdue on their renewals and 75 have lapsed, 4 new members having joined in the last thirty days.

Koza suggested that we consider a fund-raising event similar to the 'Quick Draw' event held in Jackson Hole, Wyoming. We might be able to group up with the Land Trust or the National Park where artists sign up to produce an art piece within ninety minutes, in front of an interested audience. Those pieces are then sold off that day. This 'paint out' event would need some thought and planning, artists would need to sign up for the event and have something planned to paint within the time allotted, and we would need to work with another group to assure an existing audience, but it might create a fun fund-raising opportunity. Group collaboration ideas included the paint out being done during the Joshua Tree Music Festival, the Joshua Tree National Park, or the Morongo Basin Land Trust.

### **COMMUNICATIONS DIRECTOR'S REPORT:**

Director Doten was unable to attend.

### **MARKETING REPORT:**

Karan Murphy is taking over for Valerie Davis as the hands-on coordinator for Art in Public Places. Ink and Steel is one of the newest locations, and she is attempting to come up with five new locations to coordinate. Valerie Davis will continue to coordinate the digital side of the program. Murphy plans on speaking with the owner of Little Italy restaurant soon to determine whether they would be interested in displaying art work at their establishment.

The Farmer's Market in Joshua Tree on Saturdays has provided a successful means of sharing MBCAC information and Art Tours information. The Sunday Arts and Crafts show might not continue, so we need to place more focus on the Farmer's Market venue instead.

Murphy will contact the Farmer's Market coordinator to determine whether we can commit to a booth once per month or whether we need to commit to the purchase of booth space every week (**Action Item**).

### **GALLERY 62 REPORT:**

Unfortunately, the newly installed median sign has been damaged. The sheriff's station will need to be contacted to attempt to get in touch with the driver's insurance company [**Action Item**]. The sign's glass piece is missing so a new piece will have to be created.

The newly installed sculpture in front of the Gallery 62 building was a success, along with the unveiling. The slab for the new sculpture cost \$150 but we have not received a bill yet.

Artists have been planned for the November show, but the signature gallery has not been filled yet. The portrait and writing workshops have been successful; however the writing workshop is temporarily on hold.

The December show will be the under \$100 show; a holiday boutique exhibit. We might consider having each artist pay an entry fee to submit their work, but we won't ask for a commission on sales. Some decorating might be in order to set the holiday mood.

### **OSAT (Open Studio Art Tours):**

The collective show was a success and some pieces have already sold. Reuven Wallack requested that his piece be changed to a not for sale state. The tee-shirts have come in and will be available on Friday at Gallery 62 for \$25.

Two videos have been posted on Facebook as part of the paid advertising. The first advertisement was view by over 5000 visitors over three days. The second advertisement was slightly altered and targets all of California, and surrounding states, and has already received over 1000 visits.

The OSAT websites has been getting 200 visits per day, and it increased to 500 visits per day over the weekend, which will likely increase as we get closer to the tours weekends.

The Gallery 62 and MBCAC websites are up to date.

### **EVENTS COMMITTEE:**

Laurie Schafer shared the success of the Collaborative show reception and unveiling of the new sculpture. Holding the gathering outside came with interesting challenges, but it was a fun and interesting experience.

Unfortunately, the Luminators had double booked and were not able to provide entertainment for the show; however they will be compensating the Arts Council at a later date. Entertainment was provided by Brad Trafton.

The next planned event will be the OSAT Follow-up in November, in place of the board meeting on November 8<sup>th</sup>, between 5:30pm and 8:00pm. It will be a pot-luck event; the Arts Council will provide the beverages. Artists will provide their receipt books, sign-in sheets, artist's 5% donation checks, and be able to voice their suggestions for next year's Art Tours event. Entertainment might be opened up to various interested entertainers in the form of a 'jam session', which could provide a fun opportunity to local musicians.

Several suggestions have been made to hold a purely social gathering come the New Year, so Schafer will begin planning the venue. The Elk's Lodge might be willing to host an MBCAC social gathering; they will need to be contacted first [**Action Item**]. We will need to hold an email vote for the next social gathering location, as the next meeting in November will be the OSAT closing event gathering, and no official board meeting will be held until December [**Action Item**].

**ART IN PUBLIC PLACES:**

**OLD BUSINESS:**

**NEW BUSINESS:**

The empty bowls event report was delivered by President Keesling. 200 bowls have been pledged which was the goal, 100 servings of soup have been pledged and we will need to provide approximately 400 servings, 25 serving of bread have been pledged. They will need more helpers on the day to help with setup, takedown, serving, etc..

For those wishing to donate because they cannot attend the Empty Bowls event, people will be able to make the donation out to the Morongo Basin Cultural Arts Council.

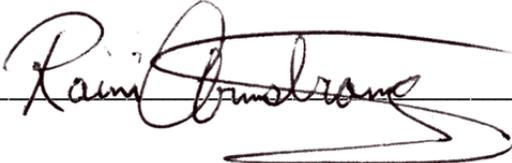
**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on December 13, 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 7:54 PM.

These Minutes are certified by the Secretary.

Signature  Date 1/9/2018