

**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 **December 13, 2017**, at IHOP, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 6:10 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), Zara Kand (Gallery 62 co-Director), Julianne Koza (Membership Director), Laurie Schafer (Events Director)

Others present:

Kat Johnson, Patrick Glynn, Bill Vincent

Not present:

Scott Doten (Communications)

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the October 2017 Board of Directors meeting as well as the November 2017 gathering S.W.O.T. report write-up had been previously e-mailed by the Secretary to all Board members. The corrections and suggestions requested were incorporated in the final drafts for both meetings. The October minutes and the November S.W.O.T. write-up will be voted on over email and uploaded to the MBCAC website under Board Minutes if/when approved.

TREASURER'S REPORT:

Mike Shaw presented the monthly financial report ending on November 30, 2017, incorporated herein by reference. The Corporation remains solvent.

The Empty bowls event brought in \$4,318. Contributions of \$2000 dollars were sent to both the Joshua Tree food bank and the 29 Palms food bank, the remaining \$318.00 was sent to the Joshua Tree Rotary club who is sponsoring the Christmas Dream foundation.

The balance as October 1, 2017 was \$17,250.52, included in this report due to the lack of an official board meeting in November to declare the October beginning balance. The balance as of November 1, 2017 was \$16,656.02 with total deposits of \$10,408.61 and expenses of \$4,808.31. The bank balance at month's end was \$22,256.32.

PRESIDENT'S REPORT:

The upcoming youth art show is schedule for February 26th, 2018. President Keesling is waiting for school district support. Flyers have been created with the art entry requirements – such as entry and reception dates, number of entries allowed, sizes allowed, and medium. The art submission date is set for January 31, 2018 at the 29 Palms art gallery. There will be an opening reception planned, and a closing reception has been set for February 26, 2018.

Karan Murphy volunteered to contact local businesses to provide sponsorship funds [ACTION ITEM]. Patricia Knight will be creating the youth art show catalog [ACTION ITEM].

A youth art show budget was provided and incorporated herein by reference. A proposed budget of \$1,700.00 was estimated which will come from sponsorships and in-kind donations. Expenses include \$75.00 ribbon purchase cost, gallery rent, the cost to pay a judge, etc. Miscellaneous expenses were set at \$50.00 and could cover a cake or cupcakes for the reception. Keesling suggested that we split the cost of ribbon purchase between 29 Palms gallery and MBCAC which will lower the purchase commitment and still gain enough ribbons to last the two groups for more than five years. Keesling suggests that a commission fee of 10% should be charged on any sales of youth art in the hopes of introducing students to the gallery process of supporting the establishment that is showcasing their art.

A request to *include* the 10% gallery commission fee on the submission flyer was made, along with further labeling instructions – tape or paperclip use to connect forms together are preferred over staples to avoid damaging the art.

A motion to approve the budget for the 2018 Youth Art Show was made, seconded, and passed without dissent. The Youth Art Show committee will include Ed Keesling, Patricia Knight, Esther Shaw, Karan Murphy, and Laurie Schafer.

President Keesling discussed the need to gain board member replacements for Treasurer, Gallery 62 director, Art Tours director, and Membership Director. A letter of resignation will be required before the next meeting [ACTION ITEM].

Kat Johnson volunteered to take on the Gallery 62 Director position. Keesling motioned to make the change official; it was seconded, and passed without dissent.

VICE PRESIDENT'S REPORT:

Vice President Geiger offered a brief report on the grants applicants meeting offered by the San Bernardino County Arts Connection at the Joshua Tree Community Center on December 13, 2017. She shared some general points such as the rules required for grant applicants, and the grants supporting non-profit groups rather than specific artists. There exist several grants that might support adding space to Gallery 62 which would enable MBCAC to expand their art education capabilities, supply rehearsal and studio space to artists, and provide some office space for MBCAC. President Keesling suggested that a grant committee is formed to track and work on the grant applications and attend meetings.

The Arts Connection meets on the third Friday of every month and it would be beneficial for MBCAC to attend these meetings in San Bernardino, in the mornings. We might consider rotating

members to attend these meetings to lessen the burden on any one MBCAC grants committee volunteer.

MEMBERSHIP DIRECTOR'S REPORT:

Director Koza reported that the group has 313 members total, 232 are active, 79 are overdue on their renewals and 75 have lapsed, 1 new member joined the group within the last month.

COMMUNICATIONS DIRECTOR'S REPORT:

Director Doten was unable to attend.

MARKETING & ART IN PUBLIC REPORT:

Our newest Art in Public Places venue, the Yucca Valley Town Hall, started in November and has seen several sales. The Ink and Steel venue will have three new artists showing starting in January. Karan Murphy reminded everyone that she would like suggestions on one more possible Art in Public Places venue. Murphy would contact the establishment to determine whether there is an interest.

A suggestion to include procedural information on each of the Art in Public Places venues was made, as each location might have different schedules or commissions associated to them.

Currently the Yucca Valley Town Hall does not take a commission on sales and purchases are made directly with the artist. The artist is responsible for sending a 15% Art Council commission to MBCAC. Not all venues can work this way however; the 29 Palms Inn manages any art sales and manages the commissions; they take 20% while the Arts Council takes 15%.

Rik Livingston manages the Joshua Tree Branch Library venue and he needs some help finding artists to show and present their work at the library.

GALLERY 62 REPORT:

Gallery 62 directors held a special planning meeting on November 20, 2017 to organize the 2018 gallery task force. Co-Directors Zara Kand and Esther Shaw will be stepping down from the positions and Kat Johnson was asked to consider taking over the position. The following division of responsibilities is as follows: gallery show hangers – Lenne Rosen-Kabe and Jim Thompson. Poster creation – Zara Kand. Poster distribution and show reception maintenance – Valerie Davis. Artist bio/statement printing – Lenne Rosen-Kabe. Take-in/Take-out – Bonnie Brady. Show social media announcements/publicity – Alane Levinsohn and Stella Vogner. E-blasts/Photography – Kat Johnson. Sitting procedure introduction – Laurie Schafer. Entry tag creation – Kat Johnson. Entry tag printing and installation – Esther Shaw and Zara Kand.

The gallery finances for 2017, January through November was provided. Entry/artist's fees came to \$6,780.00 and MBCAC % from art sales came to \$1,330.89 which totaled at \$8,110.89. Expenses came to \$6,462.43. Net income from January 2018 to November 2018 came to \$2,218.88.

The January and February shows are planned. The island sign is in process of being fixed.

A question arose about submission sizes and whether a multi-panel art piece would be allowed at Gallery 62. The signature gallery would easily accommodate multi panel art pieces.

OSAT (Open Studio Art Tours):

An advertisement was purchased by MBCAC in December 2016 which hangs at the California Welcome Center that advertises Art Tours, Gallery 62, and MBCAC. The advisement is up for renewal at the cost of \$225. A new advertisement will be developed and additional links will show on the California Welcome Center website that gets re-directed to the MBCAC website. The space has to be reserved by December 29, 2017. A motion to approve the expense of this 2018 advertisement was made, seconded, and passed without dissent.

Director Knight will be compiling the Art Tours end-of-year financial report for the next board meeting. [ACTION ITEM]

Unfortunately only 19 post-Art Tours survey responses were received out of the 137 artists who participated in Art Tours. Of the responses received, the majority were positive comments with a couple off-beat remarks. These will be compiled.

Director Knight is waiting to hear back from the Southwest Art Festival contact to see if there will be an opportunity to show again during the weekend. The Southwest Arts Festival runs from January 25-28, 2018. [ACTION ITEM]

The 2018 Art Tours dates have been set for the second and third weekends in October (13th, 14th, 20th, and 21st). The tentative registration for Art Tours will be the 15th February to the end of March. The first week of April will be open for late entries.

EVENTS COMMITTEE:

Laurie Schafer shared that the next planned event is a potluck gathering in January, February, or March 2018. The venue and a date will need to be confirmed before planning continues. We might center the gathering around a previously discussed 'jam session' with musical artists. This will be a great opportunity to draw in artists that represent musical arts.

The Sportsmans club was discussed as being an indoor option for the gathering on a weekend. Sun-alley is a beautiful location but it is outdoors and might not work for a January or a February gathering. President Keesling will contact the Sportsmans club to check on the availability of the venue for February or March and report back. [ACTION ITEM]

MBCAC might like to repeat this 'jam session' event as a quarterly gathering.

OLD BUSINESS:

Amara wrote up several suggestions for creating a successfully repeating newsletter for 2018 and President Keesling introduced the topics. These included reminding everyone about who receives the newsletter; the importance of producing a reliable newsletter; coming up with regular headings for the newsletter and which board members/members are responsible for reporting for each.

Currently, the newsletter can be received by all individuals, not just members; however an individual must opt-in to receive it. If we want the newsletter to be a perk of membership, then we would have to first record everyone's email addresses upfront upon membership renewals. We could also use the tablet at Gallery 62 to begin collecting email addresses and newsletter opt-ins. A motion to get Patricia Knight to setup the tablet to accept names and email addresses for those that wish to sign up to receive newsletters was made, seconded, and passed without dissent

Suggestions to encourage interest in reading the newsletter might include adding information about the gallery's upcoming featured artist, and possibly adding an educational element to the newsletter. Canned elements like calendar dates for upcoming events and a brief board meeting summary will insure we can provide newsletter basics, all other special elements can be assigned to volunteer members or board members to provide to Amara as needed.

We are planning on producing two newsletters – one that will be sent to recipients on the last Friday of the month, immediately following the board of director's meeting, and one that will be sent out on the second Friday of the month with updates.

NEW BUSINESS:

GUEST COMMENTS/ANNOUNCEMENTS:

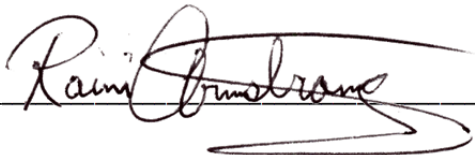
Does a volunteer have to be a part of the board in order to help? The answer was no, a volunteer can be a committee member and begin working with MBCAC right away.

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on January 10, 2018, 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 8:03 PM.

These Minutes are certified by the Secretary.

Signature  Date 2/19/2018