

**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 **April 11, 2018**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 6:07 PM.

Board Members Present: Ed Keesling (President), Marcia Geiger (Vice President), John Henson (co-Treasurer), Lesly Kandel (co-Treasurer), Raini Armstrong (Secretary), Paul Morehead (Art Tours director), Kat Johnson (Gallery 62 director), Laurie Schafer (Events director), Patricia Knight (Membership director), Karan Murphy (Marketing director)

Others present:

Julianne Koza (Member at large), Lori Rennie (graphic designer), Bill Green (OSAT committee member)

Not present:

Amara Alban (News chairperson) , Scott Doten (Communications)

QUORUM was established.

SECRETARY'S REPORT:

The February and March 2018 board meeting Minutes had been shared via email correspondence. Corrections and suggestions have been collected for the March board meeting. Compilations of the minutes for February and March have been delayed due to the Secretary's work commitments. The Secretary will post the approved and signed minutes for the February 2018 Board of Directors meeting to the MBCAC website under Board Minutes.

TREASURER'S REPORT:

Co-Treasurer Henson presented the monthly financial report ending on March 31, 2018, incorporated herein by reference. The Corporation remains solvent. The beginning balance as of March 1, 2018 was \$25,988 with total deposits of \$32,251 and expenses of \$2,919. The bank balance at month's end was \$52,631.

PRESIDENT'S REPORT:

Paul Morehead was voted in to replace Kathy Miller as OSAT Director via email correspondence earlier in the week. Morehead's position was officially announced during the meeting. Lori Rennie is the new graphic designer.

The Grubstake's Parade Float planning meeting is scheduled for April 16, 4pm at Ed Keesling's studio. Chaparral Artists will be joining MBCAC in designing and presenting the float. The theme for the

parade is “Celebrating life in the desert with non-profit organizations” and the color scheme is red, white and blue.

The Desert Art Patron magazine is distributed to Orange County, Coachella and other lower desert cities, and plans for distribution to high desert communities is underway. The magazine offers an art-events centric insert and the idea of focusing one of these inserts on high desert art organization has been discussed. The insert could be 16 to 32 pages in length and include every arts organization and art form offered in the Morongo Basin. The MBCAC section of the insert could focus on Art Tours and specific art studios wishing for additional advertisement. The Music Festival could provide a great article on its family-friendly side. The last page could focus on the Morongo Basin’s youth art endeavors. Several organizations would need to be contacted and would need to provide in-depth articles on their organization. This insert is planned for the September/October issue of the Art Patron Magazine. The cost is \$1,100 per page for interior pages. The front and back covers are approximately \$2,500 per page. Advertisement trading should cover some of the cost if we commit to participating in the magazine.

The Desert Art Patron group does all the ‘leg-work’; they contact the groups interested in participating, they will interview artists, and they will write the articles. MBCAC will be in charge of committing payment for the additional 10,000 copies produced for distribution to the high desert communities.

A suggestion to commit to the \$2,500 first page of the insert was made. A motion to participating in the September/October insert of the Desert Art Patron magazine was made, seconded and passed without dissent. A motion to commit to the additional expense of an outer cover placement was made, seconded and passed without dissent.

VICE PRESIDENT’S REPORT:

Geiger attended the latest Arts Connection meeting where she learned that Arts Connection members are to pay a \$100 membership fee per year; it is due in July. Members are also to contribute \$600 over the course of the year, but the exact form of this ‘contribution’ is unclear. In-kind contribution might be possible, whereas cash might be more difficult to come up with. The benefit to coordinating with the Arts Connection group is in the networking possibilities across San Bernardino. A suggestion to inform them about the Desert Art Patron magazine advertisement opportunity was made. Also suggested was to offer advertisement space in the 2018 Art Tours magazine to the Arts Connection as an in-kind contribution.

A motion to have MBCAC pay the \$100 membership fee for Geiger was made, seconded and passed without dissent.

OSAT (Open Studio Art Tours):

There will be 149 art tour participants. Studio grouping results – 93 artists will be sharing studio space, 56 artists will participate unaccompanied, 36 artists have opted to show on one weekend, and 107 artists will be showing both weekends. Geographic spread of participating artists –which includes wonder valley, Morongo Valley has 13 artists, Pioneertown has four artists, Yucca valley has 61 artists, Landers has 1 artist, Joshua Tree has 46 artists, and Twenty-nine Palms has 24 artists participating. 95 artists want to be included in the Collective Show, which means there will need to be a size limitation enforced in order to accommodate all participants.

Very few artists had to pay the late fee this year, of the 149 participants, only four artists payed late fees. Some consideration was given to waving the late fee, but the deadline and the increased fee sets

Lisa Manifold is the photographer for the catalog cover and Save the Date cards, and a color pallet has been developed. An article is planned to introduce her work. **[Action Item]**

Interest was shared in the purchase of advertisement space in the LA Times. The ad will cost \$1,500 and the marketing team is working to cover the cost. Director Morehead is hoping to get the LA Times to provide editorial segments on the 2018 Art Tours.

The Joshua Tree Music Festival is on May 18th and 19th, 1pm-5pm and MBCAC will be promoting the Art Tours. Volunteers were requested for these days. The next OSAT meeting is scheduled for May 8, 4pm.

MARKETING REPORT:

Advertisement sales are going well; several payments should be coming in by the end of July. Murphy feels as if marketing endeavors are ahead of the point we were at during the previous year. \$12,250 ad sales have come in already. Murphy is aiming for a threshold of \$20,000 which would pay for an LA Times advertisement.

GALLERY 62 REPORT:

Kat Johnson shared the completion of the new Gallery 62 sign. Patricia Knight and Mitch Miller volunteered to install the sign. Ed Keesling shared that Bruce and Renée are interested in working with Gallery 62 on an installation project. This might be a perfect opportunity to contact them.

Some alterations to the previous sign have been made so that it might be installed against the wall of the gallery. The arrow was removed, a white tile will replace the missing glass, and the metal will be covered with a protectant.

Director Johnson asked about the process for the annual rotation of the outdoor sculpture, because an artist has expressed interest in showing a 'modern' art piece. The decision is in the hands of the gallery director. No existing process was established.

EVENTS COMMITTEE:

The Jam Session is officially scheduled at Sun Alley on May 9, 4-6pm. The Luminators expressed interest in attending the Jam Session; Bill Dahl was mentioned as potentially being available.

The Art Tours Collective show reception is scheduled for October 5. The Art Tours closing party potluck will be in the MDLT courtyard on November 3, 2018. The space is usually \$80 per hour and will be covered by a quarter page ad-swap.

Murphy shared that the Yucca Valley Chamber of Commerce was interested in supporting the Collective show in some way. This might provide a tri-chamber mixer event opportunity and will need to be scheduled well in advance. John Green requests that these large events be announced even earlier for social media purposes.

MEMBERSHIP DIRECTOR'S REPORT:

Membership is at 266 active members, 85 members are overdue, 79 have lapsed and 23 new members have signed up in the last thirty days.

The Gallery 62 webpage is being managed and updated by the gallery committee volunteers. The board page has not been updated yet because updated information has not been received from all board members.

COMMUNICATIONS DIRECTOR’S REPORT:

Director Doten was unable to attend the meeting.

Bill Green requests the Art Tours webpage become the official page of the Art Tours and that the Facebook group page is renamed, so as to lessen confusion between the pages. A motion to reword the Facebook group page, currently labeled as ‘Official Art Tours Group page’ to the ‘Art Tours Fan group’ was made, seconded and passed without dissent. The Facebook Art Tours title will be renamed with Scott’s help. President Keesling will contact Doten and share the plan. **[Action Item]**

ART IN PUBLIC PLACES:

If people wish to get placed on a list of artists interested in showing at any of the Art in Public Places venues, artists can contact Karan Murphy OR visit the website at <http://www.mbcac.org/call-for-artists/>

OLD BUSINESS:

Ed Keesling shared the latest information about MBCAC *potentially* becoming an official organization coordinating other art groups around the Morongo Basin. This is quite a task to take on; a new Director position would be required and a new membership focus will have to be developed. There are approximately 30 different art groups in the Morongo Basin spanning theater arts to visual arts. This endeavor might even need an entirely new organization formed, where MBCAC is simply a piece of the puzzle. A final report on the planned request is schedule to come out in May and MBCAC can consider the request properly.

NEW BUSINESS:

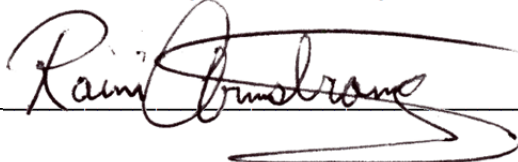
GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on May 9, 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 7:46 PM.

These Minutes are certified by the Secretary.

Signature  Date 8/9/2018