

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

The meeting was called to order by President Ed Keesling at 6:05 PM.

***Board Members Present:***

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

***Others present:***

Amara Alban (Newsletter chairperson)

***Not present:***

Julianne Koza (Member at large)

**QUORUM** was established.

**SECRETARY'S REPORT:**

The Minutes of the April and June 2018 board meeting were not completed in time to share with all Board members. Corrections and suggestions will be collected via email correspondence and a vote to accept the minutes will also be done online. The Secretary will post the approved and signed minutes for the April and June 2018 Board of Directors meetings to the MBCAC website under Board Minutes once completed.

**TREASURER'S REPORT:**

The beginning balance as of June 1, 2018 was \$64,804 with total deposits of \$1,097 and expenses of \$1,444. The bank balance at month's end was \$59,564. The Corporation remains solvent.

**PRESIDENT'S REPORT:**

A storage unit has been purchased to store MBCAC equipment. Organization of paperwork and equipment will commence on July 15, 3pm and the move of equipment will be done Monday, July 16, 9am.

An interested party would like to coordinate with MBCAC in a performance arts endeavor. President Keesling feels like a subcommittee would need to be formed to properly address the request. Director Morehead shared a word of caution to the Board regarding conducting

adequate research into this group before any serious coordination takes place, to avoid potential deception in goals.

The newest installation at the gallery is now available for viewing; the 2017 sign was repaired, altered, and installed to an outside gallery wall.

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

Geiger will be paying the MBCAC membership to the Arts Council before the deadline August. She is working on a grant that might support the 2019 youth art show. Murphy announced that she is putting together a youth show at the Yucca Valley Town Hall and will supply Geiger with the details of the show to use as an example of how MBCAC provides youth art education and display opportunities to the community.

After displaying work at one of the Art in Public Places venues, Geiger decided to update the MBCAC information cards for all displaying artists. She will have them printed in bulk for future shows at any of the venues.

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

Director Morehead is compiling a list of committees and committee members, to be printed in the catalog in recognition of volunteer contributions to the 2018 Art Tours.

Artist pages are ready for final artist proofing. OSAT advertisements have been purchased in Idyllwild Living, Southwest Art Magazine, JT Music fest and the JTNP Art Exposition magazine.

Several deadlines are coming up, the biggest one being the group proofreading meeting. Morehead feels like all the proofreading can be achieved by email correspondence rather than holding an in-person meeting.

Kat Johnson recommended the MBCAC donate the 2017 OSAT tee-shirts either gallery sitters, youth artists, or another organization. A suggestion was raised that the donations are made at the next Gallery 62 opening reception. A motion to donate the 2017 OSAT tee-shirts during the opening reception was made, seconded and passed without dissent. **[Action item]**

### **GALLERY 62 REPORT:**

The planned changes to the 2019 Youth art show are still evolving. The first three weeks in May will be dedicated the Youth Art show, and the following five weeks will be a slightly extended June Fine Arts show.

The Gallery insurance policy is being updated to cover the newest sculpture.

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

Membership is at 254 active members, 62 members are overdue, 57 have lapsed and 2 new members have signed up in the last thirty days.

The websites are up to date and once information has been finalized from participating OSAT artists, the information will be included on the site.

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

Doten shared that the collection of Ad-sales went well. Several finishing alterations to the 2017 Gallery 62 sign were completed before installing the sign on the Gallery 62 outer wall.

## **MARKETING REPORT:**

Murphy shared certain difficulties with the bookkeeping categories currently being used to define deposits, specifically as it pertains to the collection of ad-sales. The bookkeeper has requested extensive details in the form of a descriptive sentence or paragraph to aid his endeavor to properly categorize deposits. Murphy is beginning to utilize the memo section of receipts to better clarify where money is coming from and where it should be categorized.

## **EVENTS COMMITTEE:**

Schafer plans to modify the October 5<sup>th</sup> Collective show to a taco bar style menu. The renting of chairs is also being considered.

## **NEWSLETTER**

Director Morehead requested that the Open Studio Art Tours Director should be allowed access to use the MBCAC newsletter to share large OSAT updates. A Board wide discussion resulted to determine whether such a singular focus was appropriate. Newsletter Chairperson Alban shared her concern that the newsletter's audience has always been the general public, and that any OSAT targeted news would end up confusing the nature of the overall updates the newsletter should be used for. If OSAT information is shared through the Newsletter, it should be summarized, and worded in a manner that is interesting to the wide audience of the monthly newsletters.

Director Knight reminded the Board that messages directed specifically to OSAT participants are already handled by the email tool in Wild Apricot, but Morehead felt that using the Newsletter would reach the most OSAT participants. The added benefit of sharing OSAT information and updates to more than just Art Tours participants was a bonus.

The discussion led to a consensus that the newsletter should continue to provide broad updates on all MBCAC endeavors, and not become too weighted by any one focus of the MBCAC. The sharing of where ad-sales are going will be of great interest to all readers of the newsletter and information on where *OSAT* is advertising is also very interesting. However, specific requests for information from only the Art Tours participants should go through email channels, rather than through the MBCAC Newsletter.

## **ART IN PUBLIC PLACES:**

The 29 Palms Inn is looking for alternative art hanging methods because nail holes are beginning to show on the wood paneling. The 29-Palms Inn suggested the use of adhesive hooks. The concern of the strength of adhesive hooks was questioned. This method might not be appropriate for heavy items, which will limit the number of artists comfortable in hanging their work at the venue. This discussion of an alternative art hanging method will be postponed until a test case using adhesive hooks is accomplished.

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:**

**NEW BUSINESS:**

The Art Patron's magazine advertisement must be submitted by August 1, 2018. Patricia Knight will work with Lorie, the graphic designer, to create the OSAT portion of the MBCAC advertisement insert. **[Action Item]**

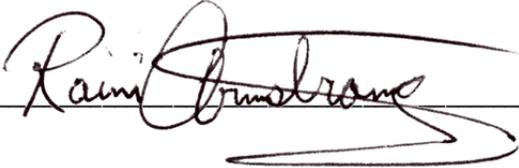
**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on August 8, 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 7:56 PM.

These Minutes are certified by the Secretary.

Signature  Date 8/9/2018