

**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 10, 2018**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Ed Keesling at 6:01 PM.

Board Members Present:

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

Others present:

Bill Green (OSAT committee member), Amara Alban (Newsletter chairperson), Julianne Koza (Member at large), Sherri Sullivan (member)

Not present:

Scott Doten (Communications), Patricia Knight (Membership director)

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the September 2018 board meeting was shared with the board. Corrections and suggestions were collected and will be incorporated in the final draft. A motion to adopt the minutes as read with all corrections indicated during the board meeting was made, seconded and passed without dissent. The Secretary will post the approved and signed minutes for the September 2018 Board of Directors meetings to the MBCAC website under Board Minutes.

TREASURER'S REPORT:

The beginning balance of September 2018 was \$31,848 with total deposits of \$77 and expenses of \$3,788. The bank balance at month's end was \$27,983. The Corporation remains solvent.

A statement of activity for 2018 through September was presented and reviewed by the Board. A statement of activity for the month of September was also included, to indicate the most recent activity details.

Co-treasurer Kandel informed the board that the Collective show has already seen sales.

PRESIDENT'S REPORT:

The Millers requested the use of MBCAC's popup tent during the studio tours. Due to their extensive volunteer work, a motion to lend the equipment sans rent was made, seconded, and passed without dissent. For future requests, a contract and rental fee will be required for during equipment rentals.

Scott Doten has resigned, effective immediately, from his position as Communication Director. The Secretary will send a letter of thanks for his services on the Board. **[Action Item]**

The President asked that any additional resignations be officially sent to him before the next meeting. Replacement Board member nominations can begin, with a vote on new Board members at the end of the year. An unofficial poll of attending Board members indicated that Ed Keesling and Paul Morehead would be resigning. Amara Alban, Raini Armstrong, Marcia Geiger, John Henson, Leslie Kandel, Julianne Koza, Karan Murphy, and Laura Schafer would remain in their positions.

Roles that will need to be filled include President, Art Tours Director, Communications, Membership, and possibly Website. Some discussion may be required for the redefining of said positions. Website management is a necessity, but it does not officially fall under any board position. In the past, Patricia Knight included management of the website with first her position as Art Tours Director, and then her position as Membership Director. The redefining or expansion of positions responsibilities will be postponed until the November meeting. **[Action Item]**

John Henson and Julianne Koza are interested in being a part of the Nominations Committee. A list of skillsets and job descriptions will be shared for each of the positions in need. The bylaws specify that an officer role must be filled by an individual with at least one-year membership to the MBCAC.

VICE PRESIDENT'S REPORT:

Vice President Geiger requested a meeting with the President, Gallery Director, and Co-Treasurers to form a detailed youth art budget for 2019. Kat Johnson provided the revised student show proposal, but details on whether a graphic artist, or other positions, will be needed for the creation of a youth art catalog and any other events will be required. These details, along with the show proposal will be integral in supporting grant requests.

The Arts Conference went well, with several Board members in attendance. Geiger collaborated with a Riverside Art's Council member whose expertise is on fiscal sponsorship. Being a fiscal sponsor is more complicated than first realized, and it will require further study before any decision is made to become a fiscal sponsor.

OSAT (Open Studio Art Tours):

All catalogs have been distributed, 10,500 catalogs in total. Artists received a set number of catalogs, and distribution centers got the majority of catalogs. The Board needs to discuss plans for future catalog distribution, but such a discussion will be postponed until after the Art Tours. Topics such as *when* catalogs should be distributed before the tours and *who* should receive the majority of catalogs will be considered. **[Action Item]** Since all catalogs have been distributed, anyone requesting information should be directed to the hwy62arttours.org website where anyone can download the catalog digitally.

A postmortem meeting, held after Art Tours, is necessary, in order to properly examine all 2018 Art Tours issues. The merging of the November 14th Board meeting and a postmortem was discussed, something similar to the SWOT discussion of 2017. The sharing of comments and suggestions was helpful in 2017, and a similar survey should be conducted during the upcoming November meeting. An online digital survey could be sent to Art Tours participants at the end of October as well. The comments box that Kathy Miller will be managing during the after tours celebration can also be merged into a report that could be presented during the postmortem. **[Action Item]**

Due to the extent of information gathering and consolidation that is required, the postmortem meeting will tentatively be planned for December, **[Action Item]** rather than sharing time during the November 14th Board meeting or the November 14 Post Art Tours discussions.

Some concern regarding the appointment of the Art Tours Director by February was shared with the Board. Because of the importance of the position, a suggestion to vote on the Art Tours Director in December, in order to allow for immediate appointment in January, might allow for more transition time followed by earlier Art Tours planning. This discussion will be postponed until the November meeting. **[Action Item]**

MARKETING REPORT:

The Joshua Tree Music Festival was a success. Art Tours information was shared with many interested individuals. The Town Hall, an Art in Public Places venue, is in need of an artist; Julianne Koza expressed her interest in the upcoming opportunity.

GALLERY 62 REPORT:

The new eye-catching sculpture has been successfully installed at the gallery, and the November will be a fiber show, to include mixed media fiber art creations.

EVENTS COMMITTEE:

The After Tours Closing Celebration is on November 3rd, 6-7pm, held at the Mojave Desert Land Trust. This event will provide attending artists a chance to submit their receipt books and bring their commission checks. No alcohol will be served at the gathering due to the strict requirements by MDLT if alcohol is on the premises.

MEMBERSHIP DIRECTOR'S REPORT:

Director Knight was unable to attend. She provided her report through digital communication for inclusion in the minutes. Membership is at 248 active members, and no new members have signed up in the last thirty days.

Early in the year, finding a replacement program for Wild Apricot was discussed because the price was going. Knight has an appointment to evaluate a program that should integrate well with the Wordpress website. A full report of the findings will be provided during the November meeting. **[Action Item]**

Google responded back saying that the OSAT website has been re-indexed and the malware warning has been removed. As we approach the 1st weekend, visits to the website are averaging 400-600 visits per day. The Meet the Artists page is one of the more popular pages visited, and we are getting a lot of traffic from google searches.

A domain name purchase was briefly discussed regarding the address of hwy62art.org, and whether MBCAC should purchase it. Some additional information might benefit the discussion, such as who owned it previously, and how we plan to use it (redirecting to the main). For the time being, it was decided that MBCAC would forego purchasing this particular domain name.

COMMUNICATIONS DIRECTOR'S REPORT:

Scott Doten was unable to attend. Bill Green shared that we have 18 followers on Twitter. Facebook has 675 followers; Instagram has seen the most growth at 1025 followers. These social media hubs are cross promoting with Art Tours videos and imagery about participating artists. This social media presence can grow from this point forward. Images, promotional videos, and slice-of-life pieces, can be collected well after 2018 Art Tours, which will then be used for future Art Tours events.

To remind the Board of certain elements that are vital in this social media endeavor, of the 150 participating artists, 62 either did not send a bio, an Instagram link, a social media presence, and a photo or artist statement to share.

ART IN PUBLIC PLACES:

Valerie Davis is looking for a replacement to lead in organizing all of the Art in Public Places venues.

The adhesive hanging system is not working reliably at the 29 Palms Inn. Several systems could be considered, and presented as alternatives. Valerie Davis will present a cost estimate of alternative hanging systems, and the Secretary will provide Davis with her personal recommendations on the type of system that works best. **[Action Item]**

A suggestion was made to ask the 29 Palms Inn to pay for the system, and then to increase their profit to 30% on any sales until the system is paid off. Before any recommendation is made, hanging system alternatives, along with their total costs, must be collected.

Vice President Geiger spoke with The Joshua Tree Brewery owner who shared interested in being a new venue for 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/>

NEWSLETTER:

Amara Alban is still in need of artist biographies to include in the newsflash.

OLD BUSINESS:

NEW BUSINESS:

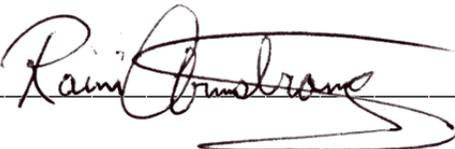
GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on November 14, 2018, at 5:00 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 8:05 PM.

These Minutes are certified by the Secretary.

Signature  Date 11/19/2018