

**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 **September 12, 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), Raini Armstrong (Secretary), Kat Johnson (Gallery 62 director), Karan Murphy (Marketing director), Laurie Schafer (Events director), John Henson (co-Treasurer), Paul Morehead (Art Tours director)

***Others present:***

Bill Green, Kathy Miller (OSAT chairperson), Mitch Miller (OSAT committee)

***Not present:***

Lesly Kandel (co-Treasurer), Scott Doten (Communications), Julianne Koza (Member at large), Patricia Knight (Membership director), Amara Alban (Newsletter chairperson)

**QUORUM** was established.

**SECRETARY'S REPORT:**

The Minutes of the August 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 August 2018 Board of Directors meetings to the MBCAC website under Board Minutes.

**TREASURER'S REPORT:**

The beginning balance of August 2018 was \$58,161 with total deposits of \$1,473 and expenses of \$27,786. The bank balance at month's end was \$31,848. The Corporation remains solvent.

A statement of activity for 2018 through September was presented and reviewed by the board. A request to add the details of monthly expenditures to the report had been requested, and co-Treasurer Henson will be providing details of expenditures covering the current month of a meeting and the previous month, during the next meeting. **[Action Item]**

The increase in expenses was due to catalog printing, a half-page advertisement in the Southwest Art magazine, and the Idyllwild magazine advertisement.

With the ongoing categorization of budgetary activity, to better clarify and assign expenditures appropriately within the organization, rent for the gallery and its utilities (electric, gas, and wifi) were considered carefully. A plan to split the rent 85/15 between Gallery 62 and MBCAC during normal months, with Gallery 62 covering all utilities, was devised. During months with increased non-gallery activity, rent for the month would be \$100 and then split 85/15 between the *programming entity* (Art Tours & Youth Programs) and MBCAC, with Gallery 62 still paying utilities. A motion to adopt the new expenses division between organization entities was made, seconded and passed without dissent.

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

The Joshua Tree Art Exposition is on September 15 and 16 between 10am-4pm. Volunteers are needed to help work the MBCAC pop-up booth. The demonstration booth also needs volunteers to help with the make-it-take-it demo on collaging.

The collection of sales tax has been challenging for the Art in Public Places venues. Joshua Tree and 29 Palms sales tax is 7.75% and Yucca Valley is 8.75%. It will be a requirement that each Art in Public Places venue will collect the sales tax on any art sales.

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

Vice President Geiger met with Arts Connection Executive Director Jennifer Kane to review grant application results. There were some discrepancies in the report from the California Arts Council. The report had indicated a missing support document, The Cultural Data Project (CDP) Report, yet the application system will not allow the submission of any application without this page. The report was shown as submitted in the application summary, so there is clearly an issue here. Other grant opportunities were discussed, but Kane recommended that we move away from grants and instead look for financial help from banks, chain stores, and supermarkets for the Youth Art Show. These corporations have an obligation to give back to the community, which may increase MBCAC's chances at obtaining support.

The 2018 Arts Connection annual conference is on Saturday, September 29, at the Copper Mountain College. Geiger will be one of the speakers during the fiscal sponsorship workshop and Bill Green will be leading the social media workshop.

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

Paul Morehead informed the board that 75 posters have been ordered and will be stored at the gallery. These posters are 11x17 in size and will be distributed to the information centers, and list the sponsors of Art Tours. Sharon Davis has divided out the catalogs to all the distribution centers. Radio ads will begin on September 28 for Art Tours. The Los Angeles Times advertisement invoice is expected by the end of the week.

Kathy Miller has coordinated the Art Tours presence at the Joshua Tree Music Festival, October 4, 5, and 6, between 9-6pm and has requested the use and delivery of the MBCAC popup tent, two boxes of catalogs, and an Art Tours banner. Art demonstrations will be conducted during each of the days, and volunteers will be available to answer questions about Art Tours.

The Collective show is on Friday, October 5, 5-8pm.

### **MARKETING REPORT:**

Murphy's marketing focus is on the collective show and Art Tours. Laurie Schafer mentioned the Sunset magazine, which seems to represent the Morongo Basin in many of their articles. The Sunset magazine might provide even greater marketing opportunities for Art Tours next year.

### **GALLERY 62 REPORT:**

Preparations are being made to accommodate the new sculpture at Gallery 62. Johnson still needs images from the Art Tours participants showing at the Collective show.

### **EVENTS COMMITTEE:**

Gallery sitters are still needed for October. Chairs will be rented for the Collective show reception. An Art Tours banner will be displayed.

### **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 256 active members, 62 have lapsed and 4 new members have signed up in the last thirty days.

The OSAT website is complete. Artists were asked to proof their data and several responded back with corrections, which have been made.

A malware warning was being seen on the website. Knight spent several hours cleaning site files and working with GoDaddy technical support to confirm that the malware has been successfully removed. Knight also contacted Google to re-index the OSAT website and remove the malware warning. She is awaiting a response from their team. The OSAT website is seeing greater traffic, with an average of 150 unique site visits per day. This will increase as the Art Tours weekends get close. The domain renewal for hwy62arttours.org was processed and will be active for two years.

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

Scott Doten was unable to attend. Bill Green shared that the Art Tours Twitter page is at 11 followers, the main social media account has 900 followers, and the Facebook page has over 600 followers. Artists are being represented constantly on Instagram and Facebook and a call out to artists for their renewed social media presence will be made, as we get closer to the Art Tours.

### **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 was unable to attend.

### **OLD BUSINESS:**

**NEW BUSINESS:**

**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on October 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 7:23 PM.

These Minutes are certified by the Secretary.

Signature                     *Rain Anderson*                     Date           10/13/2018