

**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 4, 2019**, at the Community Center, Mesquite Room, Yucca Valley, CA.

The meeting was called to order by President Marcia Geiger at 6:05 PM.

Board Members Present: Marcia Geiger (President), Raini Armstrong (Secretary), John Henson (co-Treasurer), Lesly Kandel (co-Treasurer), Kat Johnson (Gallery 62 director), Laurie Schafer (Events director), Bill Green (Communication director, Art Tours director, and interim Newsletter chairperson), Mitch Miller (Membership director, OSAT registrar), Sherri Sullivan (AIPP director), and Karan Murphy (Marketing director)

Others present: Julianne Koza (Member at large), Ed Keesling (Past President)

Not present:

QUORUM was established.

SECRETARY'S REPORT:

The Minutes of the March 2019 meeting had been shared via digital communication with the Board for review. Corrections and suggestions were requested and incorporated, and a motion to adopt the March 2019 minutes as read was made, seconded, and passed without dissent. The Secretary will post the approved and signed minutes to the MBCAC website under Board Minutes.

PRESIDENT'S REPORT:

President Geiger briefly introduced the agenda for the evening. No Vice President has established, the search will continue. Geiger applied for a grant through PAAC – Public Art Advisory Council – a response can be expected in May.

PAST PRESIDENT'S REPORT:

Keesling and Johnson have distributed the Youth Art show flyers announcing the upcoming art show at Gallery 62. Volunteers are needed to sit the gallery during this time. Kat asked the Board for any last minute entries for the silent auction, sales of which will go toward the Youth Art scholarship.

Keesling reminded the Board of the JT Art Expo in September. Art demonstrators needed, which we will result in a free-of-charge booth on the lawn of the 29 Palms Inn. If needed, art demonstrators will have access to power which is supplied under the canopy outside of the 29 Palms Art Gallery. The booth would be used to sell member artwork and pass out information on the upcoming 2019 Art Tours. Keesling proposed that MBCAC treat the booth as an Art in Public Places venue with the same commission fee of 30%. Director Sullivan volunteered to deliver art

to the art booth on Saturday morning for those artists that cannot attend the event; Keesling suggested that we coordinate an intake day on Friday, September 13 between 1-3pm for artists wishing to drop off an art piece they wish to be sold at the Art booth on the lawn during the weekend. A volunteer will be needed to manage this intake. Volunteers are needed to manage the booth over the weekend – September 14 & 15.

VICE PRESIDENT'S REPORT:

The Vice President position has not been filled. No report will be given.

TREASURER'S REPORT:

The beginning balance in March 2019 was \$17,366 with total deposits of \$11,109 and expenses of \$3,446. The bank balance at month's end was \$24,078. The Corporation remains solvent.

Co-treasurer Henson provided the profit & loss report covering January – March. He shared his findings on Art Tours across California, noting that MBCAC Art Tours is not quite the largest, but the term “one of the largest in the nation” would be an applicable statement, do to our current size. We are close to being the largest in southern California, next to San Francisco.

OSAT (Open Studio Art Tours):

Director Green's complete report was shared with the Secretary for posterity. Green is waiting for a cost on print and design production before he can share the final budget proposal for 2019 Art Tours. Directors Green and Miller are working on registration, Miller taking on the lion share, and plans are nearly finalized for three photographic sessions. Green is playing with the idea of providing mixed and matched advertisements schemes offered in the catalog to artists and businesses. Social media is ramping up. Artists have been sharing their requests for workshops. Green is considering offering different workshops every other month up until Art Tours that could cover social media, representation, booth and studio display.

Director Green is working on the OSAT kickoff event and how it will coordinate with interested groups. No definitive plans have been formed yet.

Robin Red, textile designer and art director, will be designing the catalog cover. Partnerships are being discussed to build stronger relationships and cooperation between music and theatre groups. Banners are being redesigned and printed for each of the information centers that can be reused every year. MDLT and the Retreat Center expressed interest in becoming a new information center.

Details on the Information Center relationship was requested. Information Centers are locations that offer information to the public about the upcoming tours and hand out catalogs. These centers have shown up to five artists during the tours. The centers coordinate their own advertisement for said artists, because only the center is promoted in the catalog. This relationship is being clarified and will be properly defined over time.

Mid-May is the deadline for participating artists to provide their art images to the OSAT team.

COMMUNICATIONS DIRECTOR'S REPORT:

Green shared that the change back to a single newsletter per month was initiated. It contained more content, which looks good to viewers. The newsletter will go out at the beginning of each month; articles are required by the end of the previous month. The focus of the next several newsletters will be on artist promotion until the Art Tours.

GALLERY 62 REPORT:

Director Johnson reported the great success of the March show, "Off Trail" which brought in substantial sales.

The April exhibit is titled "The Greens" an intriguing show centered on art processes, curated by Bill and Kat Green, with Laurie Schafer in the Signature gallery.

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 visit the website at <http://www.mbcac.org/art-in-public-places/>

Director Sullivan plans to expand the Art in Public Places program in the fall. The California Welcome center was interested in becoming an Art in Public Places venue during March and is ready to move forward with the relationship with MBCAC. Sullivan will be working with them to define the nature of the relationship, the gallery space available (wall-space), and the art requirements necessary, since they are a family centric location.

Schafer shared that the AIPP calendar is not working on her computer, some troubleshooting might be necessary, but it will likely be cookies, history or web browser related.

MARKETING REPORT:

Director Murphy will be doing the Earth Day Event in at the Yucca Valley Community Center on April 20, Yucca Valley Community Center. Murphy is focused on marketing for Art Tours 2019 along with encouraging people to sign up as members in general.

EVENTS COMMITTEE:

Schafer had nothing to share about a big group event yet, but she will be able to provide light snacks during any of the workshops. Schafer and Green will discuss this further as workshops are scheduled.

MEMBERSHIP DIRECTOR'S REPORT:

Director Miller shared that membership is at 280 active members, 46 members are overdue on their membership, 26 have lapsed and 23 new members have signed up in the last thirty days.

Miller is constantly checking for new registrations on both Wild Apricot. He was sending introductory emails to the new registrants, but since some of the information is repeated in other MBCAC communications, he will discontinue the emails.

The clarification of Membership Benefits for MBCAC has been a serious discussion topic with multiple facets.

On MBCAC's membership forms, the wording specifies the following, "We support the arts community in the Morongo Basin". Miller shared that allowing non-residents to show at Gallery 62 or Art in Public Places is disingenuous to our stated goal. The visitors enjoying venue displays of AIPP, presuming that the art displayed is local to our region, could become disappointed if they found out that the artist is actually from a different state or one of the surrounding communities.

On the other hand, Director Johnson does not feel like there is a problem with non-residents showing with MBCAC because we have rarely seen a big push from non-residents wishing to show their work at our venues. A slight wording change would need to be made, of course, such as "We support the arts community in the Morongo Basin by *highlighting* local artists."

Director Green added that we might not be experiencing a compromise yet, but as OSAT becomes larger every year, the draw of surrounding community artists interested in showing in the Morongo Basin, a thriving and active artistic community, could become overwhelming and place us in that disingenuous situation.

OSAT already requires residency and MBCAC membership, and will continue to honor the previous grandfathered in allowance to those non-resident artists that have been showing their work consistently in the Art Tours for many years, who pay their fees on time, and who have a patron following. A question was asked about how many artists we have that are grandfathered in, and Miller said that he would look into it and provide an answer soon. **[Action Item]**

The clarification of membership benefits will only affect who is allowed to show with MBCAC in the future, and who is allowed to show at the venues of AIPP.

Patron Membership; Ed Keesling shared his thoughts on maintaining/reenacting the Patron Membership, receiving no benefits, whose interest is in simply supporting MBCAC. He feels that it should be lower than the Resident Membership option. A different rate also helps separate the membership types when checks come in.

Resident Membership; John Henson suggested that artists provide their 'local' address and not a P.O. Box, which will help confirm the Resident Memberships are truly residents of the Morongo Basin.

Business Membership; so far only local businesses have opted for this membership and usually they are associated with art sales in some way. Business membership perks should be clarified/defined. Should there be multiple levels, a Business Sponsorship and OSAT Sponsorship – one offering year-round promotion of their business on the website, and the other only providing catalog sponsorship during the Art Tours?

The Board will define the exact change in wording to our membership benefits and share via digital communication. Directors Green and Miller are leading the changes. Business membership(s) will also be defined and shared via digital communication. **[Action Item]**

Recap: moving forward, only residents will be allowed to show at Gallery 62, AIPP, and Art Tours. There will NOT be a three-year automatic grandfathering of artists. Current grandfathered-in artists will maintain their allowance as long as they continue in the Art Tours

yearly. If they lapse in participation, they will be unable to show in the Art Tours unless they become resident of the Basin. No alterations have been made during the discussion from the decision made during the March Board meeting, so no additional voting was necessary.

OLD BUSINESS:

NEW BUSINESS:

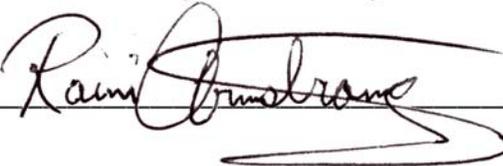
GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on May 2, 2019, 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 7:35 PM.

These Minutes are certified by the Secretary.

Signature  Date 5/10/2019