

**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 **March 7, 2019**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Marcia Geiger at 6:02 PM.

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

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

Not present: Karan Murphy (Marketing director)

QUORUM was established.

PRESIDENT'S REPORT:

President Geiger has contacted past board members to ask if they are interested in being a Vice President. Geiger will share results at the next meeting. **[Action Item]**

VICE PRESIDENT'S REPORT:

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

Past President's REPORT:

Ed Keesling and Kat Johnson have come up with a youth art show flyer to pass out to Morongo Basin schools, announcing the upcoming youth art show in May.

Johnson reiterated a request for art donations that will be silently auctioned. All sales will go toward a scholarship supporting youths in art. The donations request was shared via digital communication. Donations are due by the middle of April.

The Joshua Tree National Park Art EXPO has announced the 2019 show, September 14 and 15, 10-4pm. The Art Expo committee has asked for artists to paint/draw/create art in trade for an artist booth on the lawn. Keesling made a motion that MBCAC participate in artist demonstrations throughout the Art Expo weekend and commit to a booth, details to come, the motion was seconded and passed without dissent. The deadline to commit is approximately March 15. The 29 Palms Art Gallery will be creating ceramic pots.

Whether there is a commission on sales, what that commission will be, and whether the commission will be dropped if a member volunteers to demonstrate their art style outside of 29 palms Art Gallery, will be determined at a later date. **[Action Item]**

SECRETARY'S REPORT:

The Minutes of the February 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 February 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.

TREASURER'S REPORT:

The beginning balance in February 2019 was \$15,324 with total deposits of \$3,452 and expenses of \$2,511. The bank balance at month's end was \$17,366. The Corporation remains solvent.

Co-Treasurer Kandel reminded everyone to provide all documentation/invoices/receipts received to the accountant, after using a debit card, because it is difficult to track expenses otherwise. A recent situation resulted in paying a vendor twice for the same advertisement. We now have a credit with LA Times, which will be leveraged against a new advertisement in 2019, but we need to avoid this situation in the future.

MEMBERSHIP DIRECTOR'S REPORT:

Director Miller shared that membership is at 262 active members, 69 members are overdue on their membership, 63 have lapsed and 16 new members have signed up in the last thirty days.

OSAT registration is at 28.

Miller is analyzing the communication statistics of email responses and views to determine whether people are actually receiving important emails such as registration and OSAT information.

Miller is planning to send an email to lapsed members to entice these individuals back to MBCAC. **(Action Item)**

The board was notified about a conflict between the wording of membership benefits found on MBCAC applications and the MBCAC website. In response, the board discussed in length how to clarify membership benefits. The issue seems multifaceted, as there is a potential difference between the art display opportunities provided by Gallery 62 and AIPP. The Art Tours is well defined. Gallery 62 has been a member's gallery with no exact specification on residency within the Morongo Basin, only a potential implication. Art in Public has no clear limitation.

Since new members are sharing their confusion about what it means to be a member of MBCAC, the board felt it necessary to discuss how to clarify what membership entails, and whether there is a need to create a distinction between resident membership and non-resident membership. Ultimately, the website and the membership application wording will be altered to remove any confusing elements. Discussion *leaned* toward making Gallery 62 and Art in Public Places a member's only opportunity to display art, but NOT restricting it by residency. The Art Tours will continue to require membership in MBCAC AND residency of the Morongo Basin.

Some concern remains that Gallery 62 alludes to being a 'community' gallery, which creates confusion on who is allowed to show at the gallery, especially since we welcome nonresidents as

members of MBCAC. So, is there simply confusion in how we define the Individual membership and *its* benefits? MBCAC currently has two membership options, Individual and Business. Discussion evolved into dividing the Individual membership into a 'resident' option and a 'non-resident' option, and possibly defining 'resident' to include a greater desert region, hi-desert and lower desert.

A motion to categorize the 'Individual' membership to include a resident and a non-resident option, going into the future, was made, seconded, and passed without dissent. The non-resident membership is a supporter of the arts of the MBCAC and does not come with any art display opportunities, whereas the resident membership can display at Gallery 62, AIPP, and the Art Tours. Any artists that signed up for MBCAC before this motion was passed on March 7 will be grandfathered in and allowed the benefit opportunities of displaying at Gallery 62 and AIPP.

There are artists that are, and will continue to be, grandfathered in, but as of 2019, any new member of MBCAC must live in the Morongo Basin to show their work at Gallery 62 and in the venues of AIPP. Art Tours participants continue to require residency, and must have lived in the Morongo Basin within the last three years. Artists grandfathered in will remain so.

The Business membership and the Art Patron membership will need to be clarified and/or defined at the next meeting, after Bill Green and Mitch Miller have been given time to work on it. **[Action Item]**

Miller has created a letter to be sent to any artists that have not paid their 5% from 2018 Art Tours. Due to computer issues, he was delayed in sending it to recipients. It will be shared soon.

OSAT (Open Studio Art Tours):

The OSAT Budget is still being finalized. Last minute adjustments on printing and designer quotes are holding up finalization.

Online registration has gone live. Live registration signup dates are schedule for March 22, 10-2pm and April 25, 10-2pm at Gallery 62.

Advertising and PR has begun for Art Tours 2019. The Art Patron magazine, spring issue and the California Welcome Center in Yucca Valley ad is in progress. Workshops are being planned to focus on social media management, what to expect during Art Tours.

COMMUNICATIONS DIRECTOR'S REPORT:

Green made a motion to go back to a single newsletter per month that will go out at the end of each month. This means the deadline for entries will be the last Wednesday of each month. The motion was seconded and passed without dissent.

MARKETING REPORT:

Director Murphy was unable to attend.

GALLERY 62 REPORT:

The current show, Off Trail, is packed. The month of August is not scheduled and director Johnson is considering going dark during August and replacing the flooring. Johnson needs volunteers to sit the gallery during the Youth Art Show, a three-week show.

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 is interested in having a booth during the Saturday Farmer’s Market in Joshua Tree. There is a \$35 fee for a booth and a commitment of 4 hours, and Sullivan asked whether AIPP absorbs the cost of the booth or if the artists interested in showing art in the booth will be charged a commission on sold items. A banner might also be a good investment. A motion to attend the Farmers market was made, seconded and passed without dissent.

Sullivan will manage an AIPP sign-up sheet at the booth and will invite artists to show every week.

Directors Sullivan and Green are developing a way to provide an online calendar that will show each AIPP venues available and the artists signed up throughout the year. Sullivan is going through the approval process of two new venues, Desert Rebel in Twentynine Palms and Valerie’s Hair Salon in Yucca Valley. The Yucca Valley Welcome Center has been contacted, but the location has not been approved yet.

EVENTS COMMITTEE:

Laurie Schafer had no business to share with the board.

OLD BUSINESS:

New contracts need to be developed for the AIPP director, Gallery 62 director, and OSAT director. **[Action Item]**

NEW BUSINESS:

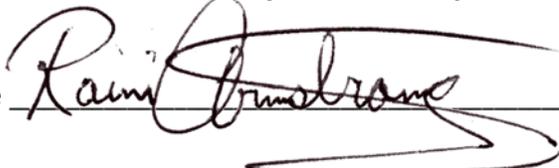
GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on April 4, 2019, at 6:00 PM in the Mesquite Room of the Yucca Valley Community Center, 57090 Twentynine Palms Highway, Yucca Valley, CA 92284.

There being no further business, the meeting was duly adjourned at 7:43 PM.

These Minutes are certified by the Secretary.

Signature  Date 4/11/2019