

**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 **June 6, 2019**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Marcia Geiger at 6:00 PM.

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

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

**Not present:** Lesly Kandel (co-Treasurer), Mitch Miller (Membership director, OSAT registrar)

**QUORUM** was established.

**PRESIDENT’S REPORT:**

President Geiger shared that MBCAC has received a Local Impact program grant in the amount of \$15,000 from the California Arts Council (CAC) to make the Hwy 62 Open Studio Tours even more accessible and beneficial to local residents and the local economy. With the previous Organizational Development Grant award from CAC in the amount of \$5,000 to revamp our website, we have the funds to update and expand a few key MBCAC items.

The Vice President role has not been filled, and since it is not considered a vital position, the search will remain casual.

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

Our next scheduled meeting falls on July 4, Independence Day, and the Center for Healthy Generations will not be open for the meeting. Geiger made a motion to skip the July meeting instead of the August meeting, it was seconded and it passed without dissent. The next MBCAC meeting will be on August 1.

**Past President’s REPORT:**

Kat Johnson shared the success of the Youth Art Show and Youth Art Scholarships. The youth art entries were limited, the show getting smaller every year. Most of the youth art entries sold, the sales money going directly to the child who entered the piece. Due to the amount of time, work, and money that goes into managing a youth art show, MBCAC should consider reaching out to all of the after-school programs in the Basin for the 2020 Youth Art show, in addition to the schools.

The Joshua Tree Art Expo event will be on September 14 & 15. The Art Expo committee is working on the catalog of events so MBCAC must confirm their volunteers willing to man a booth or demonstrate an art creation process. Raini and Jeni have signed up to demonstrate for Chaparral Artists – both demonstrating watercolor painting. Raini is scheduled for Sunday afternoon and Jeni is scheduled for Saturday afternoon. MBCAC will have a popup on the lawn. Julianne Koza volunteered to occupy the booth on Sunday afternoon. Geiger suggested contacting a jeweler as a possible demonstrator during the Art Expo, Valerie Owens' name was mentioned.

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

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

### **SECRETARY'S REPORT:**

The Minutes of the May 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 May 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 May 2019 was \$83,965 with total deposits of \$24,717 and expenses of \$3,652. The bank balance at the end of May was \$90,370. The corporation remains solvent.

Co-treasurer Henson provided several reports, one indicating a graph of Registration fees collected and the other showing monthly budget reports.

The Bank of America branch in Yucca Valley is closing, replaced by kiosks. This will not affect MBCAC until the Board changes at the beginning of the year. At the next Board change, any changes would need to be made at the Desert Hot Springs branch. This increase in distance will make it difficult to deal with Board transitions every year.

Ed Keesling suggested moving to a local bank, like Pacific Western that has integrated QuickBooks support. Relying on PayPal's merchant services or Square's merchant services might be a good option as well. There are potential difficulties in how Square sales are indicated in QuickBooks when working with Banks with the integrated support, like sales showing up as simply "Square". This could cause confusion for the Bookkeeper. The discussion will be tabled until the next meeting in August. **[Action Item]**

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

Priority is on proofing studio address and collection of representation artwork images. Some automation is being built into the registration system for next year to clean up art image submissions and studio address entry.

Catalog design is being finalize, banners need to be printed.

Registration is at 204, with 10 registrations pending. Some discussion is needed to determine whether Gallery 62 or JTAG will be the Information Center and whether both galleries will be represented in the catalog. **[Action Item]**

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

General newsletters have been going out frequently to cover all Basin art events.

Director Green has been reaching out to Palm Spring and Los Angeles, sharing Highway 62 Art Tours information as part of MBCAC public relations.

We are experiencing an issue with Apricot and certain outgoing emails from Gallery 62. Green confirmed that the emails are getting out to artists, so the issue will be on the user's side – the email could be in one of many spam folders their system creates, or it has been grouped into a 'promotions' or 'social' folder by their system.

## **GALLERY 62 REPORT:**

The newest show is titled "Habitat" curated by Kathy Miller, with the opening reception on June 8, 6-8 p.m.

## **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/>

The hanging system at the 29 Palms Inn needs a solution for the bowing out of the line when many pictures are hung on the same line or many small, light-weight pictures are hung on the same line. The system is designed to work well with heavier items, not to exceed three per line. The reality for this venue is that artists want to hang as many art pieces as possible. A few possible solutions seem to exist; add a rail to the bottom for the line to stabilize on, add a weight to each line, or provide 3M removable sticky tape. Adding a rail will not work since there is no purchasable connective cap to add to the existing system. The 3M removable tape has already been working. The weight idea could work but we will have to come up with our own hanging weights. The system installed at the 29 Palms Inn is the "The Original Gallery System" designed by "Gallery System Art Displays". They do not currently have a weight option to purchase for our system.

One of the managers shared that they would like to see MBCAC advertise more for each AIPP venue.

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

Director Miller was unable to attend. He provided his report digitally to be shared with the Board. Membership is at 307 active members, 52 members are overdue on their membership, 48 have lapsed and 11 new members have signed up in the last thirty days.

Robin Hercia (OSAT graphics and catalog layout designer) was mistakenly registered twice (individual), under 2 different businesses: Mojave services and MojaveDesign services. This will be rectified. **[Action Item]**

## **JTAG COMMITTEE REPORT:**

Under the JTAG Acquisition subcommittee, Geiger shared that the paperwork to purchase the gallery is finalized. Paul Donaldson's donation was received and Frederick has been paid his asking price for the gallery in full. A provisional calendar/schedule for gallery business has been formed.

The keys will be handed over on July 1, 2019. Utilities need to be transferred and the Fictitious Business Name for JTAG must be adopted. The paperwork process should be completed by the end of the June.

JTAG's social presence will be handled by Bill Green for the time being.

Short Term Calendar/Schedule. The Board reviewed a calendar layout for both Gallery 62 and JTAG. Marcia Geiger will finalize the calendar for the rest of this year in the interim of the Galleries Director.

A new committee, the JTAG Shaping Committee will be formed to manage the cohesion between the two galleries - JTAG and Gallery 62, the forming of a marketing plan, and strategizing a social presence. Kat Johnson offered to help start the paperwork behind the Gallery Director job description and role summary, basing it on the job description she wrote for the Gallery 62 Director position. Immediate tasks will include finalizing a job description for the Galleries Director, approving it with the Board, sharing the position out to the entire Basin, waiting for applications to come in, and arrange for interviews. **[Action Item]**

Board discussion will be needed to define the Galleries Director role, the curatorial power the Director will have, and how much they will be paid. **[Action Item]**

Committee Recommendations for moving forward – become informed with JTAG's history and culture. The curatorial process will be defined fully by the director, however, in the meantime, JTAG should be run as it has been, with groups of artists splitting the rent of the gallery to show their work during a month. The immediate focus will be on getting a Gallery Director that initially focuses on JTAG but who will take on management of Gallery 62 after January 2020. The committee should be 3-4 people with a lead. This committee might work as a digital committee – all communication going through email. Many names were suggested as potential leads for this committee.

Frederick provided the gallery/artist agreement he uses, to be modified by the new Galleries Director.

#### **MARKETING COMMITTEE REPORT:**

Murphy had nothing new to report. She is looking forward to the last week of advertisement sales.

#### **EVENTS COMMITTEE REPORT:**

Schafer will assist Bill Green with the OSAT Gala as time allows.

#### **OLD BUSINESS:**

#### **NEW BUSINESS:**

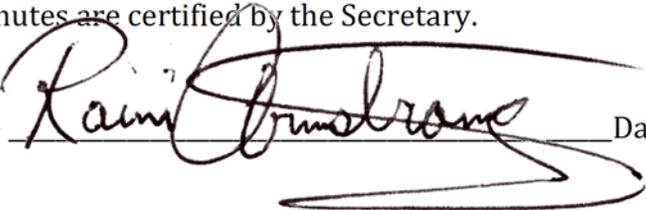
#### **GUEST COMMENTS/ANNOUNCEMENTS:**

#### **NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on August 1, 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 8:05 PM.

These Minutes are certified by the Secretary.

Signature  Date 8/14/2019