

**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 **May 2, 2019**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Marcia Geiger at 6:01 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), Sherri Sullivan (AIPP director), and Karan Murphy (Marketing director)

Others present: Julianne Koza (Member at large), Ed Keesling (Past President), Bonnie Brady, Paul Donaldson

Not present: Laurie Schafer (Events director)

QUORUM was established.

PRESIDENT'S REPORT:

President Geiger briefly introduced the visitors Bonnie Brady and Paul Donaldson. Paul is interested in supporting the acquisition of JTAG. Geiger shared that MBCAC received a grant to redesign the website in the amount of \$5,000. No Vice President has been established, the search will continue. Geiger reminded the Board of the need to establish updated contracts for the Gallery 62, OSAT and AIPP Director roles.

PAST-PRESIDENT'S REPORT:

Keesling shared that the Youth art show has been hung. Twenty entries were received. The ribbons are up for the reception on Sunday, May 5. A wonderful turnout of donated art was received, to be auctioned, the sales going toward youth art scholarship(s). Director Johnson would like to reevaluate having a youth art show in 2020.

VICE PRESIDENT'S REPORT:

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

SECRETARY'S REPORT:

The Minutes of the April 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 April 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 April 2019 was \$24,078 with total deposits of \$27,235 and expenses of \$9,357. The bank balance at the end of April was \$56,853. The corporation remains solvent.

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

Co-treasurer Kandel informed the Board of the need to coordinate acceptance of cash payments during registration. After some discussion it was determined that the cash was deposited and the confusion was simply in when it was received by the accountant.

Director Green would like to see a payment plan option provided to interested artists during the Art Tours 2020 registration.

COMMUNICATIONS DIRECTOR'S REPORT:

Social media participation is very active; Director Green is focused on forwarding information on any local Basin related arts events out into the social network universe.

OSAT (Open Studio Art Tours):

Late Registrations have been extended until the end of May. Green is shifting his focus to advertising the upcoming Art Tours and bringing people into the Basin during the Tours through the sharing of postcards and the posting of signs.

Art Tours officially has 192 registered artists for 2019. Green is waiting for a few late registrations to trickle in.

Art images are being accepted. Too many submissions are cell-phone taken photos, which are not hi-quality enough for catalog use. An additional photo-shoot day might be necessary. Workshops are begin planned.

The catalog design is being developed to include an editorial section, which could help offset the catalog cost.

Co-Treasurer Henson shared statistics on registrations so far: if we define a 'studio day' as an individual artist showing their work on a single day, Art Tours 2018 had 500 'studio days'. This year, due to an increase in participating artists and the addition of a third weekend, Art Tours 2019 will have 950 'studio days', nearly a doubling of activity.

GALLERY 62 REPORT:

Director Johnson shared the success of the "Work in Process" show in April. The opening reception for the Youth Art show will be on Sunday, May 5, 1-3pm. The auction benefiting the Youth Art scholarships will be held during the second Saturday event, May 11.

MEMBERSHIP DIRECTOR'S REPORT:

Director Miller shared that 39 members have lapsed and 40 new members have signed up in the last thirty days.

Miller is in the process of updating member information to confirm their local address.

Art Tours registration stats: 35 artists registered for one weekend, 36 registered for two weekends, 116 artists registered to participate all weekends, and 4 retail stores registered. The bulk of artists are participating during all three weekends; 48 artists will show at their own studios and 67 will show in shared studios.

Miller needs proofreaders for artist address information.

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 has arranged for two artists to hang at the California Welcome Center. Khryso Heart LeFey will take over the management of the California Welcome Center and the Las Palmas Restaurant. Director Green offered to send out an email blast with the request for managers.

President Geiger asked about how managers will receive their year of membership. Geiger also informed the Board of a webpage on the MBCAC website mentioning Art in Public Places that has not been updated and should either be removed or updated.

Sullivan was able to resolve some artist payment issues with one of the venues.

MARKETING REPORT:

Murphy is in the middle of marketing endeavors for advertising sales. Her goal is to support the printing efforts of 15,000 catalogs.

EVENTS COMMITTEE:

Schafer was unable to attend. No report shared.

GUEST COMMENTS/ANNOUNCEMENTS:

Paul Donaldson has experience with gallery management from his time living in Santa Monica. He is interested in procuring JTAG as a supporting entity to MBCAC. There would be a buy-in amount that would secure the location, the name, and the mailing list. Donaldson does not want to see JTAG disappear and would like to support MBCAC in acquiring the well-known JTAG *brand*. The lease is up in June.

Geiger offered a general idea of expenses for JTAG that include general building maintenance, utilities (water, electricity), website, and cleaning. Membership for JTAG has been semi loose with no regular dues.

MBCAC will need to further discuss several topics; what is the feasibility, who will manage the location, will there be a payment plan, would it remain a cooperative practice gallery, would Donaldson's investment come with any expectations?

The idea of MBCAC taking over the management of JTAG is appealing, but details will need to be developed with how G62 and JTAG cooperate. Bonnie Brady offered her opinion that JTAG is a

well-established and well-run gallery, one that the owner has built up over eight years. She feels that the basic footprint of JTAG should be maintained. MBCAC would also need to know if any existing relationships with other groups exist who will expect to show at JTAG.

Discussion fragmented slightly when the possibility of acquiring additional space was suggested, something that would allow G62 to move to the front of the unit, beside JTAG. Ed Keesling reminded the Board that we renewed the G62 lease recently, which would limit the possibility of G62 moving next to JTAG. All agreements must be reviewed to confirm. **[Action Item]**

President Geiger proposed that a subcommittee be formed with John Henson, Paul Donaldson, Sherri Sullivan, and Mitch Miller.

The subcommittee on gallery acquisition must focus on whether MBCAC can juggle the management of a second gallery, one with an existing following of artists and a relationship with other art groups. The tax situation of managing two galleries will need to be considered.

A business plan and a marketing plan will need to be developed. Frederick will need to be contacted to ask about JTAGs financials, the website, and the Artsy presence. **[Action Item]**

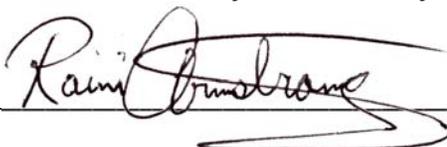
Bill Green reminded the Board of the need to increase the digital presence of any acquisition to compete with the outside influences from Los Angeles backed galleries. Though the decision to acquire JTAG hasn't been made, we need to consider the extra work involved with creating/strengthening the digital presence of JTAG.

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on June 6, 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 7:31 PM.

These Minutes are certified by the Secretary.

Signature  Date 6/7/2019