

**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 **December 5, 2019**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Marcia Geiger at 7:00 PM.

**Board Members Present:** Marcia Geiger (President), Raini Armstrong (Secretary), Lesly Kandel (co-Treasurer), Kat Johnson (Gallery 62 Director), Laurie Schafer (Events Director), Sherri Sullivan (AIPP Director), Bill Green (Communication Director, Art Tours director), Karan Murphy (Marketing Director), John Henson (co-Treasurer), Ed Keesling (Past President)

**Not present:** Mitch Miller (Membership Director)

**QUORUM** was established.

**PRESIDENT'S REPORT:**

The compensation for the new position of Galleries Director will be paid as a static salary of \$360 on the 1<sup>st</sup> and 15<sup>th</sup> of the month. This was based on a person working 15 hours per week for minimum wage. There will be an additional 5% of total sales that supplement the salary, paid on a quarterly basis, as an incentive for planning successful art shows. The 5% will be taken from the 15% commission already taken from sales that used to go to the galleries. Now, the galleries will receive 10% of their total sales. The Galleries Director is not a voting Board member position, because it will be a paid position. Board members are to be volunteer positions. The Galleries director will be required to attend Board meetings.

A performance review will be held in June to determine whether the candidate is a good fit for the Galleries Director role. A second evaluation will be held after one year of employment to determine whether the salary is still acceptable for the work being accomplished by the Galleries Director.

A motion was made to accept the proposed salary and training period, seconded and passed without dissent.

Perceived gallery weaknesses were discussed among the Board. The biggest is a lack of traffic. Gallery 62 has a couple new neighbors and initially the thought was that the increase in people visiting the room to the immediate west would be beneficial, however, that has not been the case. The same thing was felt with the new neighbor to the west of JTAG. So, marketing might be the next focus for the galleries, along with coordinated art events. Another weakness felt by both galleries is the lack of volunteer gallery sitters, as well as the lack of enthusiastic and responsive sitters. Both galleries need sitters that engage with visitors and this might simply mean that sitters need to be trained. We could consider paying gallery sitters, but if money is exchanged, then the gallery has a right to expect even more from the sitters than what most sitters do on a volunteer basis. This enthusiastic engagement with visitors to the galleries ties in with drawing

visitors to the galleries. Without the engagement, visitor do not feel like spending time in the gallery. They do not stay long enough to mull over the art that calls to them, and they are less likely to purchase art.

Board members staying for 2020 include Geiger as President, Keesling as Past-President, Green as OSAT Director, Henson as co-Treasurer, Sullivan as AIPP Director, Armstrong as Secretary, and Miller as Membership Director.

Outgoing Board members include Kat Johnson (Gallery 62 Director), Karan Murphy (Marketing Director) and Lesly Kandel (co-Treasurer).

Incoming Board members include, Karan Murphy as Vice-President.

With all positions filled, no nominating committee is required.

The Marketing Director and Events Director positions are being eliminated. Karan Murphy is taking on the role as Vice President and Laurie Schafer will become an OSAT committee member. The OSAT committee member position will not a voting position.

Holding Board member exit interviews might benefit MBCAC as they could present an opportunity to share insights or provided training suggestions for thought to be shared with their replacements. (Action Item)

Christine Beamer of Beamer Tax & Business Services in Yucaipa, is managing the Arts Connection bookkeeping. President Geiger will review the MBCAC Bylaws with her help. Christine is also being considered as a new bookkeeper for MBCAC.

Stipend or compensation requests need to be discussed at the next meeting. There is a concern that the MBCAC reserves will be tied up very quickly if the Board begins assigning stipends that had not been planned for. Stipends are being considered for the following positions: registrar and interim JTAG Director.

### **Past President's REPORT:**

No report given.

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

No report given.

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

The Minutes of the September 2019 and the October 2019 meetings had been shared via digital communication with the Board for review. Corrections and suggestions were requested and incorporated. A motion to adopt the September 2019 and October 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 November 2019 was \$54,955 with total deposits of \$11,691 and expenses of \$11,764. The bank balance at the end of November was \$54,881. The corporation remains solvent.

Co-Treasurer provided the Profit and Loss by class spanning January – November 2019, as well as a Financial Position graph.

The \$8,000 from the purchase of JTAG is now listed under expenses on the books.

A mention of providing compensation to some individuals, for a job well-done, is being considered, but must be discussed with the bookkeeper first.

Johnson shared a concern about the concept of providing compensation to individuals that had originally volunteered their time to MBCAC, and now are either requesting money or are being considered worthy of some amount of compensation. This could be considered unfair to the rest of the volunteers who have put in a great amount of work in the role they have held. She had an understanding that some roles were provided a type of compensation in the way of waived fees or a commission, and that this was agreed upon by all Board members at the beginning of the year. With the suggestion of paying out stipends to certain people but not others, some dis-ease will be felt.

Kandel shared that once MBCAC changes banks, petty cash must be reimbursed at the BofA bank.

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

A 2019 Art Tours Post Mortem will be held on the week of December 9, location and time to be determined – probably JTAG. Of the 206 participating artists, 5% commission payments have been received from 121 artists, 24 reported no sales, and 61 have not officially responded. So far, commissions payment total \$10,500. Extrapolating from this 5% commission receipt, and some eleven promised checks coming in, the 2019 Art Tours total sales come to approximately \$300,000. In 2018 total sales came to \$191,000. Average daily sales in 2018 were extrapolated to \$47,800 across the region, and this year average daily sales came to \$500,000.

Green is working with Henson to map out regional sales, because the survey suggest that many artists believed that they were affected adversely by the location their studio is in. and yet, the commissions being received doesn't support this, because a studio stating no sales might be just down the road from a studio that indicated good sales.

A webmaster will be hired to manage the four entities of MBCAC, paid from the developmental grant of \$5,000.

Social media posts are a minimum level until the start of 2020 Art Tours registration. Gallery 62 and JTAG art shows are being advertised via social media and the newsletter, and this support will continue through the end of the year, until a Galleries Director is hired. The Galleries Director will take over this marketing focus at that time.

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

No report given.

## **GALLERY 62 & JTAG REPORTS:**

The Holiday show at Gallery 62 is going strong. Johnson does feel as though traffic to the gallery has declined since the new neighbors have moved into the complex. She is hopeful that the Second Saturday reception will breathe life into the Holiday show.

January will feature James O'Keefe and Fred Fulmer.

Green asked about which shows during 2019 were especially successful, in Johnson's opinion. The group shows tend to be very successful, however, they are quite challenging to manage. The Collective show is usually successful, though the sales do not affect the gallery.

The December show at JTAG featured Kim Chasen, Gregg Ross, David Bottoms, Marcia Geiger and Tobi Taboada. JTAG will host a book launch. JTAG will receive 20% of book sales during the opening and the month the show is up. Book launch 3pm-5pm.

The January show will feature Rose Cefalu, Laurie Schafer, Brian Leartart, and Cesca.

## **ART IN PUBLIC PLACES:**

Sherri Sullivan is nearly finished with the marketing email blast for the AIPP venues and will roll it out in the new year.

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/>

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

A report was provided via digital communication. Membership is at 325 active members, 3 members are overdue on their membership, 1 has lapsed and 7 new members have signed up in the last thirty days.

## **MARKETING COMMITTEE REPORT:**

No report given.

## **EVENTS COMMITTEE REPORT:**

No report given.

## **OLD BUSINESS:**

Reserved parking signs at the back of the building behind G62 for the Director and sitters was tabled until the new year.

## **NEW BUSINESS:**

Four applicants were interviewed for the Galleries Director position. Kathy Miller, Susan Kearns, Aimee Buyea, and Christy Addis. The Board feels that strong communication skills are absolutely required for the Galleries Director. The energy, experience, and future goals shared by the

applicants were very strong. The applicants shared several interesting focuses regarding interaction with the community, on outreach, and on artistic coordination.

Discussion ensued about how experience, age, and goal differences might affect the success of the galleries. Do the applicants have enough experience with leading diplomatically? Will there be a conflict with an applicant's other commitments and the Galleries Director role? Are we ready to juggle multiple coordination and outreach focuses?

All applicants brought a sense of energy and excitement to the table, but two applicants were especially enthusiastic about fostering the growth of the galleries. The Board was impressed with the proactive, engaging style of presentation that Aimee shared during her interview. She has experience with marketing, is interested in outreach and art coordination, she seems pragmatic and energetic, and she brings in another generational viewpoint to both galleries.

A motion to offer the position to Aimee Buyea with Christy Addis as a second was made, seconded and passed with 10 votes in the affirmative.

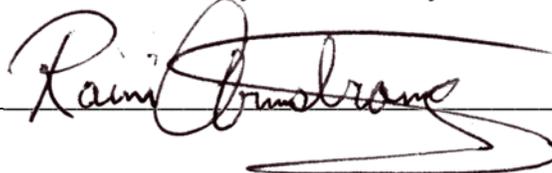
**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on January 2, 2019, at 6:00 PM in the Yucca Valley Community Center, Mesquite room, 57090 Twentynine Palms Highway, Yucca Valley, CA 92284.

There being no further business, the meeting was duly adjourned at 7:55 PM.

These Minutes are certified by the Secretary.

Signature  Date 1/13/2020