

# ***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 **November 11, 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), Lesly Kandel (co-Treasurer), Mitch Miller (Membership Director, OSAT registrar), Kat Johnson (Gallery 62 Director), Laurie Schafer (Events Director), Sherri Sullivan (AIPP Director), Bill Green (Communication Director, Art Tours Director, and interim Newsletter chairperson), Karan Murphy (Marketing Director), John Henson (co-Treasurer), Ed Keesling (Past President), Julianne Koza (Member at large)

***Others present:*** Aimee Buyee and Christy Addis

***Not present:***

**QUORUM** was established.

## **PRESIDENT'S REPORT:**

Outgoing Board members list include Lesly Kandel, Kat Johnson, and Laurie Schafer. A nominating committee will be created to find replacements where needed. A request for volunteers was made of the Board members and visitors in attendance.

Are the Events and Marketing Directors vital positions any longer? Shall these positions be eliminated, if the responsibilities are divided and included in the positions on the OSAT committee? An elimination of these Board positions means that they no longer hold a Board vote, seeing as only the OSAT Director will be the only voting Board member.

The Galleries Director will not be a board member because this person will be considered an employee. To be both an employee and a Board member would be a conflict of interest. The Galleries Director will be required to attend Board meetings.

As per the bylaws, the minimum board members required is 5 Directors positions and the maximum number was set at 11.

## **PAST PRESIDENT'S REPORT:**

No report given.

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

The Vice President position has not been filled. No report will be 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, but the timing was significantly delayed by the when the documents were shared with the Board. 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 October 2019 was \$65,369 with total deposits of \$9,854 and expenses of \$8,066. The bank balance at the end of October was \$54,955. The corporation remains solvent.

A Profit and Loss by class report, spanning January – October 2019 was provided to the Board.

The \$8,000 donation is still showing as income on the books. This continues to look strange, because the \$8,000 was then used to purchase JTAG, meaning the value should then be listed as an expense. This will be discussed with the bookkeeper. **[Action Item]**

The five percent commission from Art Tours sales have been coming in a promising stream. The address to send unpaid commissions is P.O. Box 643, Joshua Tree 92252.

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

The Collective Show update was provided; \$585.30 was spent on the reception, which includes the cost of rented tables, chairs and tablecloths, food, beverages, and paper products. It was noted that the charge was not located under entertainment on the profit and loss report, so Director Henson had to determine how it was allocated. The result was that it was found under Contract services. Henson will request that the charge is placed under a more obvious category. **[Action Item]**

The 5% commission checks are coming in and approximately 41% of Art Tours participants have responded. Two surveys were created and shared digitally – one sent to participating artists and one sent to visitors. Based on the survey results so far, two key points will need to be addressed before the 2020 Art Tours; the number of artists showing during the Tours and how to deal with retail stores. The plan is to put 'Studio' back in Open Studio Art Tours for 2020. The visitors overwhelmingly loved the variety of artists, as well as the increase to three weekends.

Survey Evaluation responses resulted in 90 of 197 expected. Retail stores and plus-ones are coming to an end, but we need to decide how to deal with this in a politically correct way. Overall, the visitors that have responded to surveys have shared a lot of

A 2019 Post Mortem meeting could and potentially should be a closed meeting. Director Green has watched the survey results come in and has received countless private emails, texts, social media messages, and one-on-one interactions regarding the 2019 Art Tours. In his opinion, he has compiled more than enough information to form an educated report on the successes and failures of the 2019 Art Tours. The survey results will be shared internally and a compiled summary will be provided for public sharing purposes.

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

Social media coverage has slowed to a crawl as we transition to the new year and prepare for Art Tours 2020. Gallery shows will be promoted on social media, eventually to be taken over by the Galleries Director.

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

The Collective show was a success, and the public reactions were great. The November show is a figurative show. The Holiday show will be five weekends starting the weekend after Thanksgiving holidays and feature a boutique style display of art under \$100. Gallery 62 is booked with artists until April 2020.

There are two JTAG Twitter accounts that could use some attention, if we choose to save them.

President Geiger informed the Board about the JTAG November show; two new artists to the area, Jeffrey Vilarino and John Ryan. The December show will feature familiar faces, with Kim Chasen, Gregg Ross, David Bottoms, Marcia Geiger and Tobi Taboada. JTAG is booked with artists until the end of May 2020.

Sherri Sullivan provided a report on three signs meant to reserve gallery staff parking behind Gallery 62. The need for these signs comes with the increase in business in the area on the weekends. The signs will be aluminum, the size will be 12 inches by 18 inches, and they will cost about \$50 per sign. Wording can be Gallery Staff and will include a notice of towing vehicles at owner's expense. These reserved parking signs will be located at the back of the building behind G62 for the Director and sitters. The Board liked the idea of moving ahead with the reserved parking signs.

The new acupuncturist moving next door requested that Gallery 62 move their sign slightly so that they can fit their own sign in. They will help move it for us.

## **ART IN PUBLIC PLACES:**

Two changes to the web page dedicated to AIPP – a place to download the cards and the ability to fill out the contract online that will be available for AIPP Director, the Bookkeeper, etc.

Five venues exist currently. A question about expansion was mentioned. Managers will be needed for expansion.

Sherri Sullivan would like to have her own marketing for venues. She feels like the AIPP segment gets lost in the membership newsflash. She would like to have an Instagram and Facebook presence for AIPP as well as an option for and AIPP focused email campaign. Director Green is concerned that another email campaign could be confusing for membership, but ultimately all Sherri needs access to is Wild Apricot with the same user access as Kat Johnson. Kat Johnson had started sharing Gallery 62 announcements via Facebook, Instagram, and emails on her own, and Sherri can certainly take on this endeavor if she wishes.

Another recommendation was to alternate the placement of gallery announcements and AIPP venues announcements in the membership newsletter. Several Board members were interested in seeing this happen.

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:**

Membership is at 320 active members, 2 members are overdue on their membership, 0 have lapsed and 11 new members have signed up in the last thirty days.

Mitch provided his registrar report, sharing that he configured a Facebook chat group that should streamline registration in 2020. This will be a private chat group for artists to discuss display recommendations. Janis Commentz, Scott Doten and Mitch Miller are moderators of this chat group.

Mitch asked about getting MBCAC registrar business card printed. Carrying business cards is a personal preference that can be done if the Board member feels they can and will use them. The Board members that might be able to use them include the Galleries Director and the Membership Director.

**HIRING COMMITTEE REPORT:**

The hiring committee consists of Laurie Schafer, John Henson, and Marcia Geiger. A late afternoon meeting is planned for December 5, starting at 4:00pm. Applicant resume's will be shared prior to the meeting to the Board to review. Interviews will be held, lasting approximately 20 minutes each, with a 5-minute break between. Applicant resumes were handed out to Board members.

**MARKETING COMMITTEE REPORT:**

Murphy has been encouraging many artists to become members of MBCAC with great success.

**EVENTS COMMITTEE REPORT:**

Schafer had no additional news to report.

**OLD BUSINESS:**

Contracts are still required.

**NEW BUSINESS:**

**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on December 5, 2019, at 6:00 PM in the Healthy Generations meeting room, 57121 Sunnyslope Dr., Yucca Valley, CA 92284.

The regular meeting was duly adjourned at 7:34 PM.

A closed session started at 7:35 PM to discuss matters related the Galleries Director Hiring Process.

There being no further business, the meeting was duly adjourned at 7:20 PM.

These Minutes are certified by the Secretary.

Signature  Date 1/13/2020