

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

The meeting was called to order by President Marcia Geiger at 6:10 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)

***Others present:*** Julianne Koza (Member at large)

***Not present:*** Karan Murphy (Marketing Director), John Henson (co-Treasurer), Ed Keesling (Past President)

**QUORUM** was established.

## **PRESIDENT'S REPORT:**

The NEA sponsored "big read" will have their kickoff event on September 7 at the Land Trust. Everyone is invited.

President Geiger asked for official letters of resignation for those planning on retiring from the Board. Laurie Schafer plans on stepping down from the Board as Events Coordinator. Schafer would like to continue volunteering with Gallery 62. Leslie Kandel plans on stepping down from the board as co-Treasurer. Kat Johnson plans on stepping down from the Board as Gallery 62 Director.

A letter was received from the Hi-Desert State prison from a previous Morongo Basin resident of over 25 years, requesting art information of the Morongo Basin. This could be a positive opportunity to provide uplifting local news to an individual in need. The newsletters do not contain personal or sensitive information; however, President Geiger will review each newsletter and redact such information before sending. Julianne Koza suggested that Chaparral Artists might do the same, so Secretary Armstrong will review, redact, and provide the Chaparral newsletters to President Geiger to send to the requesting party.

## **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 June 2019 and the August 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 these months 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:**

Co-Treasurer Henson was unable to attend, he provided his report to President Geiger. The beginning balance in August 2019 was \$87,854 with total deposits of \$9,043 and expenses of \$9,179. The bank balance at the end of August was \$78,866. The corporation remains solvent.

The big expenses have not shown up yet, and we expect to see the biggest charges on the books during the next budget report.

The \$8,000 dollar payment for JTAG still shows as an asset on the books.

Carol Kundert, CPA recommends MBCAC establish a line of credit. Interest rates are low and it would be helpful for potential future expansion endeavors.

Kat reminded the board that we will need to replace the credit card machines at the gallery, due to Bank of America closing.

Co-Treasurer Kandel shared that some confusion is created when the Bookkeeper receives payment checks directly. In the future the process needs to be that AIPP checks are sent to Gallery 62, before getting forwarded to the Bookkeeper.

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

Due to ongoing revision requests, the catalog printing date has constantly been revised. Art Tours Flyers and signs will be printed before Joshua Tree National Part Art Expo. Extra maps are being printed to supplement the items available to hand out to visitors.

The Open Studio Art Tours (OSAT) Committee priorities and tasks are outlined as follows; the catalog design proofing is wrapping up. Proofing has been extremely challenging. Only a third of participating artists seem to respond to information requests that are needed to proof the website and catalog.

Digital files are being delivered to the printing group and delivery is expected for late September. Distribution of these catalogs depend on when they are shipped to MBCAC. Initial pickup locations being considered are Ed Keesling's house and JTAG during art intake days on September 23/24<sup>th</sup> (10 catalogs per participating artist.) The Information Center list is finalized and on the website. Catalog distribution centers will be supplied with a handout to aid them in how to distribute the catalogs, and what information to share with interested visitors about the Art Tours.

The OSAT Budget is near completion and waiting final input/feedback from Co-Treasurer Henson. The preliminary budget is still in line with the OSAT 2018 expenses, as far as printing costs and advertising is concerned.

Advertising has begun in several publications such as Palm Springs Life – in both the October edition and a special edition. Radio spots are slated for Kix country and Z107.7. Public Relations outreach has begun with various outlets in LA and Orange County. Social media is ramping up to

heavily promote all the tours artists and locations. The Collective Show will be a joint gallery show between JTAG and Gallery 62. Art intake days are scheduled for September 23 and 24, 10-12pm. The show opening will be on September 27. Local sponsors will have an event opportunity to judge works, prizes going to the artist.

Two workshops have been provided for artists, one for social media and marketing and one for general Art Tours setup. The workshops had great turnouts. Providing workshops AFTER the Art Tours is something that Bill Green and Mitch Miller are extremely interested in.

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

Mitch Miller has been the primary moderator on the official Art Tours Facebook page to remove repeat information. Several other moderators watch for post suitability.

President Geiger mentioned the member's pages in Wild Apricot, asking whether this space is helpful for artists. Some artists might use this space, but can be promote this Wild Apricot space more? Director Green shared that the pages can be helpful, if members keep them up to date.

### **GALLERY 62 REPORT:**

Gallery 62 has concrete floors and newly painted walls. The effect is better light reflection and a fresh look. Preparation for the Collective show is in full swing. The Collective show is on September 28, 6-8pm. Schafer requested for any Board members to arrive by 5pm, to help with reception setup. The Collective show reception party has been announced to about 1000 recipients through the newsletter and email, as well as through Social Media avenues. The gallery sitters are in place for all the weekends and shifts through October, at BOTH the galleries.

Some interest has been shared regarding holding an art fair in the parking lot between the galleries during the Farmer's Market. Unfortunately, several items exist that will not allow dedicating that parking zone to an event such as an art fair – a fire hydrant is in that lot, new shops have opened, who might complain, and many travelers cut through that parking lot.

Co-Treasurer Kandel mentioned the main parking lot has a large pit at the west entrance, asking if there was a way to fix this before the reception and Tours. Who is responsible for this parking lot? The consensus is that the business owners are responsible, however, it seems like there has been resistance to any attempts to repair that section of land. To move forward, one of the Board members will have to contact the County and ask for their advice. **[Action Item]**

### **ART IN PUBLIC PLACES:**

Sullivan shared the success of the program. The calendar and sign-in sheet up form has been helping immensely. The Pie for the People manager is stepping down soon, which will complicate the venue option until the new manager is in place.

Sullivan found out about an issue with the Ink and Steel venue. Art sales occurring at this venue were not being charged sales tax. When confronted about this discrepancy, the venue was unwilling to charge tax, expecting the artist to handle the tax on their own. This is unacceptable so the Board motioned to stop using Ink and Steel as an Art in Public Places venue, the motion was seconded and passed without dissent.

Venue expansion of the Art in Public Places program is on hold until people

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 numbers could not be shared because Director Miller experienced computer problems and was unable to fill in his report. At least 2 new members have signed up in the last thirty days.

**JTAG COMMITTEE REPORTS:**

The committee is in the process of sending out position announcements. Some interest is already being shared for the new Galleries Director position.

President Geiger set the tablet up for transactions through the Square reader. MBCAC has the old slide version. The Board voted that the new chip reader get purchased.

**MARKETING COMMITTEE REPORT:**

Murphy was unable to attend.

**EVENTS COMMITTEE REPORT:**

Schafer's report is tied in with the Gallery 62 report.

**OLD BUSINESS:**

Contracts are still required.

**NEW BUSINESS:**

A resounding complaint was shared about the status of the parking lot west entrance, and the safety issue created by the large gap between the road and the parking lot. The county will be contacted to determine who is responsible for repairs, before anything is decided. [Action Item]

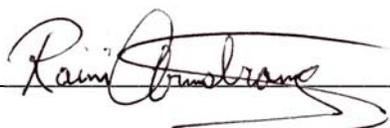
**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on October 3, 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 7:20 PM.

These Minutes are certified by the Secretary.

Signature  Date 10/19/2019