

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 **February 6, 2020**, 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), Karan Murphy (Vice President), Ed Keesling (Past President), John Henson (Treasurer), Raini Armstrong (Secretary), Bill Green (Communication Director, Art Tours Director), Sherri Sullivan (AIPP Director), Mitch Miller (Registrar, Membership Director)

Others present: Aimee Buyea (Galleries Director)

Not present: Julianne Koza (Chaparral Artists Representative)

QUORUM was established.

PRESIDENT'S REPORT:

MBCAC has moved to Chase for their banking needs. PayPal has already been connected to the bank account. Henson, Green, and Buyea have been added to the account as signers. President Geiger asked the Board if a limit on purchase amounts should be placed on the Galleries Director and the OSAT Director. A motion was made to enforce that unbudgeted items would need to be approved by the Board first, if the purchase was over \$150. The motion was seconded, and passed without dissent.

Geiger proposed that MBCAC utilizes Square. Aimee requested both gallery spaces have the Square tablet for point of sales and a small speaker to play music during gallery hours. The purchases were approved.

The sales receipt books will still be implemented, before, during and after the transition to the Square system. They are easy to use because most gallery sitters already know how to use the receipt books, and they provide a paper backup to deliver to the bookkeeper.

US Bank offers a two-phase grant, which Geiger applied for. The first phase encompassed the request for a certain amount of money and a general summary of what it will be used for. If the application is accepted, details will be required from MBCAC. Geiger requested \$8,000 dollars to cover additional hours accomplished by Aimee, that go above and beyond her contracted 15 hours/week. Entry fees and artist space rent for under-served artists, as well to cover exhibits that do not result in sales during the year would be supplemented by the grant.

Geiger requested compensation for her work on grants during 2019. She proposed a possible \$50 flat-fee for each grant she applied for that was approved. Bill Green suggested that it might be better to provide a sliding scale fee since some grants are more complicated than others.

VICE PRESIDENT'S REPORT:

Karan Murphy had nothing new to report.

PAST PRESIDENT'S REPORT:

Keesling would like to see MBCAC take on a project that can provide traveling art instruction. Interested artists could volunteer to teach their medium of expertise to surrounding towns in the Morongo Basin. The group or town would arrange a space to work in, and the traveling instructor would provide their expertise and a lesson plan to follow during the allotted time. This art instruction could be geared toward youths or adults. The President is interested in this project; however, she cannot take it on herself. Keesling also cannot take on the project. The concept will be tabled until a volunteer might want to take it on.

Keesling feels like we need a very detailed budget for the 2020 year. He is concerned that MBCAC funds will be tight after compensations have been provided.

SECRETARY'S REPORT:

The Minutes of the November 2019 and the December 2019 meetings were shared with the Board for review via digital communication. Corrections and suggestions were requested and incorporated. A motion to adopt the November and December 2019 minutes as read was made, seconded, and passed without dissent. The Secretary was unable to share the January 2020 minutes with the Board. They will be shared through digital communication before the next meeting. The Secretary will post the approved and signed minutes to the MBCAC website under Board Minutes.

TREASURER'S REPORT:

The Beginning balance in January 2020 was \$48,788 with total deposits of \$4,201 and expenses of \$11,265. The bank balance at the end of January was \$41,724. The corporation remains solvent.

Henson provided the Profit and Loss report by class for January. Few expenses were made in January, but with compensations going out soon, expenses will jump up starting in February or March. Henson is concerned that MBCAC will not do as well financially in 2020 than it did in 2019. The reason for this includes the increase in compensations that close out 2019, a potentially smaller number of OSAT registrations, and fewer grants coming in.

The California Arts Council has pushed their grant application deadlines up, so the President has jumped into grant writing earlier than usual.

Bill Green presented a preliminary OSAT budget to the Board. The budget values presented are based on 150 artists registering at an increased registration fee. The proposed budget is \$85,614 with perceived expenses totaling \$80,723. Green shared the 2019 OSAT budget for comparison. A motion to approve the OSAT budget was made, seconded, and passed without dissent.

A new expense Green included in the budget is a Web Master. The cost will be covered by a grant received at the end of 2019, but a Web Master should be budgeted into future Art Tours as well, and a grant money will not always be available to offset the expense. Green is simplifying certain printing features to cut down on catalog costs. Even with certain printing simplifications, the 2020

OSAT catalog could reach the 100-page range with the proposed changes and the focus on representing three artists per page.

Director Buyea presented a Galleries budget draft with details on items requested by President Geiger and Treasurer Henson. The budget was based on a 2019 budget with alterations to include extra expenses, salaries for a Cleaner and web/photography support, and treasurer tasks. Gallery 62 is budgeted at \$924/month. JTAG is budgeted at \$957/month. Buyea's budgets do not include revenue estimates.

Henson recommended that the budgets include some of the smaller items that Buyea is planning to purchase for the galleries, such as the speakers for both galleries, a new faucet for JTAG, and the added lighting in Gallery 62. Buyea, after a recommendation from Henson and Geiger, is developing a 'wish-list' that will include the hardware upgrades in Gallery 62, along with any other items that might be purchased from Home Depot. She was informed that Home Depot might cover a certain percentage of certain items, in the form of a donation value to the entity requesting the upgrades. If timed right, the updates could be offset slightly.

Buyea floated the idea of purchasing a vinyl printing machine that might pay for itself over time, if MBCAC prints their own gallery signs while also renting the machine time out to other galleries or events.

Green asked if Buyea felt like she had enough historical sales information to project sales out for the year. She did not feel like she had enough information yet.

Geiger was dismissed from the Board meeting to allow for a brief discussion regarding compensating Geiger for her work as interim JTAG Director during the transition of the gallery to MBCAC management. The compensation would include the administrative tasks of dealing with artists for a total of six months. A motion to compensate Geiger \$1,500 was made, seconded and passed without dissent.

Henson asked Geiger if she was willing to continue searching for and applying for applicable grants. Geiger shared that she would like it if someone took it over, but that she will continue to search for and apply for grants until a replacement is found. Marie Bobbin will be the Regional Director for the San Bernardino region, and she might help MBCAC locate a reasonable grant writer. Christine Beamer has a grant writer in her office that might be helpful. Sherri Sullivan knows someone that used to be a grant writer, Sullivan will reach out to her for information.

[Action Item]

Geiger shared that Grant Station, an application that lists grants and other funding sources available nationwide, is going on sale for \$79 for a year of access. A motion was made to purchase the subscription to the application, seconded, and passed without dissent.

OSAT (Open Studio Art Tours):

Director Green's focus when forming the OSAT budget was to the event's balance expenses against the number of participating artists. Decisions are being made based on comments after 2019 Art Tours - there were too many artists showing during Tours and retail stores are distracting from the Open Studio strength of this event. The OSAT committee has discussed ways to limit the total

number of entries, while keeping in mind that fewer participants means that OSAT has less money available to spend on advertising and the catalog. The goal is to receive 150 up to 175 artists, a seemingly healthy number of artists to hope for – Art Tours 2019 saw over 200 artists, 126 locations across the Morongo Basin. To support a natural limitation on registrations, increasing fees and removing retail stores have been discussed. To maintain a healthy budget, Green is also considering corporate sponsor opportunities.

Green provided the Board with a draft of an information-packed OSAT planning email that will be sent to membership. A registration announcement will be sent out on social media to inform any non-members about the upcoming 2020 Open Studio Art Tours. A third email will be sent to Gallery and Retail Stores informing them about the removal of retail locations as promoted stops in the catalog. Fee changes, removal of retail and gallery locations, number of artists at a single studio, shortened registration period, advertisement and marketing focuses, and collective show details are a few of the items that will be covered in the email.

Gatherings/parties were briefly discussed.

Henson recommends that the dates of the OSAT Collective Show be included under a Collective Show section of the membership email.

Miller shared that one workshop planned will be on marketing shots... how an artist can photograph their work, their studio, and themselves. For artists that cannot photograph their work, for one reason or another, a photographer can be requested at a \$25 visit charge.

COMMUNICATIONS DIRECTOR'S REPORT:

Green plans on reaching out through the MBCAC Newsletter for volunteer moderators willing to keep the OSAT social media sources focused on positive, arts-centric, Open Studio Art Tours information.

Keesling reminded the Board that the various Chamber of Commerce mixers provide wonderful opportunities to meet people and share information about upcoming events.

GALLERIES DIRECTOR REPORT:

21 Artists are being displayed at Gallery 62 during February. Director Buyea was told to hold a meet and greet with artists to introduce herself to artists that sign up to attend. She requested \$20 for snacks. This easily fits into her budget and it was approved.

Artists will no longer be allowed to fix the walls in JTAG. A disclaimer will be added to the JTAG contracts about the afterhours uses of the gallery space, to include Figurative Drawing and workshops.

Geiger shared that Gallery 62 needs a new desk that will fit the space. She also brought up the housekeeper/cleaner roles. Buyea would like to offer Gale the position of Housekeeper/Cleaner. It is a paid position, and Gale has been very dependable in her role as show host/refreshments-server. The Cleaner position pays more than Host. Buyea plans on implementing a rotation of volunteers willing to serve as Host.

The May show at Gallery 62 will be dedicated to an OSAT Collective Preview show. A first-come-first-serve display to those artists that sign up early during the registration period. The details for this special show will be shared later to artists. Director Green provided some information during his presentation of the OSAT Planning email.

Director Green asked if Buyea had plans for the side of the wall, in terms of a possible mural location, the statue placement out front, and creating a metal framed zone for art between the buildings. Buyea was hoping that the framed outdoor zone would be a public art space, not to conflict with the featured outdoor art in front of Gallery 62. She is interested in the mural concept. Everything is on hold until the metal frame can be rebuilt. She is reaching out to a recommended repair-person. More information will be shared at the next meeting. **[Action Item]**

ART IN PUBLIC PLACES:

No new business to share. 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 332 active members, 14 members are overdue on their membership, 10 have lapsed and 15 new members have signed up in the last thirty days.

OLD BUSINESS:

Discussion of the reserved parking signs for Gallery 62 remains tabled through February, to be discussed in March. **[Action Item]**

NEW BUSINESS:

Official contracts for various positions were shared with the Board, reviewed, and altered over digital communication. These were the Advertisement Sponsorship Manager, Registrar, Catalog Distribution Manager, Gallery Treasurer, Art in Public Places Director, an Independent Contractor Agreement, and a General Service Agreement. A motion was made to approve all the contracts as read, seconded and passed without dissent.

The contracts must be signed by the corresponding individual in said position and President.

Tracking volunteer hours must be discussed during the March meeting, so that we can begin the process of accounting for volunteer time. This will help develop a realistic understanding of hours that MBCAC volunteers commit to running an organization. **[Action Item]**

The Board will discuss once again enforcing and signing the Board of Directors Manual with sections on confidentiality and ethics. **[Action Item]**

GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on March 5, 2019, at 5:00 PM at Gallery 62, 61607 Twentynine Palms Highway suite H, Joshua Tree, CA 92252

There being no further business, the meeting was duly adjourned at 8:05 PM.

These Minutes are certified by the Secretary.

Signature  Date 5/7/2020