

# ***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 **January 2, 2020**, at the Center for Healthy Generations, Yucca Valley, CA.

The meeting was called to order by President Marcia Geiger at 6:00 PM.

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

***Others present:*** Aimee Buyea (incoming Galleries Director)

***Not present:***

**QUORUM** was established.

## **PRESIDENT'S REPORT:**

Aimee Buyea was welcomed into the position of Galleries Director. She is receiving training from the respective gallery management teams.

Thanks went out to the departing Board members; Lesly Kandel, Kat Johnson, and Laure Schafer.

President Geiger met with Christine Beamer of Beamer Tax & Business Services in Yucaipa back in December. Beamer briefly reviewed the MBCAC bylaws at that time, and shared a few recommendations on how to deal with stipends and compensation. Geiger would like to have a special board meeting on Thursday, January 16 in the evening, to meet with Beamer and the rest of the Board. The Board can discuss the recommendations and discuss big picture items.

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

Keesling shared an upcoming 29 Palms Art Gallery reception, January 4, 5-7 pm. The reception celebrates Guild Member Artists' Group Show, an exhibition of art pieces going back to the gallery founders.

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

Karan Murphy was officially welcomed to her new position as Vice-President. No report was shared.

## **SECRETARY'S REPORT:**

The Minutes of the November 2019 and the December 2019 meetings were not shared in a timely fashion with the Board for review. She will share them via digital communication with the Board

for review.

### **TREASURER'S REPORT:**

The beginning balance in December 2019 was \$54,881 with total deposits of \$12,184 and expenses of \$18,277. The bank balance at the end of December was \$48,788. The corporation remains solvent.

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

Grants received during 2019 totals nearly \$20,000. This has helped to make the closing year extremely successful and it has allowed for the cleanup and expansion of OSAT for 2020.

Ed Keesling announced that there is a grant offered by the Marine base, which might support a youth art show, if MBCAC decides to host one in 2020. The presumed requirements for applying for this Marine base grant titled Military wives and family grant, must be associated to the military or military families. More information needs to be collected. [**Action Item**]

Preliminary budgets need to be developed between Aimee, Marcia, John, and Bill.

Kandel asked about who the bookkeeper should contact if he has questions regarding the galleries. Aimee thinks that she should be the initial contact.

President Geiger shared the MBCAC account might move to US Bank.

The tax season is coming up, and the bookkeeper has already requested 1099s from 28 artists. MBCAC requires that a 1099 gets filled out for any artist that make \$600 or more through gallery art sales. AIPP artists do not fill out a 1099, because art sales tax is deferred to the venue collecting the money. Likewise, Art Tours sales tax is collected by each artist.

The 5% commissions have come in at \$11,953. The number of unresponsive participants is about 20. Another round of emails will be sent requesting artist commissions from those that have not responded. For any non-responders, after this final email blast, those emails and contact numbers will be flagged. For any of those artists that wish to register for the 2020 Open Studio Art Tours, a commission will be required before they can register.

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

Green proposed February 1-May 1 will be the registration period for the 2020 Art Tours. Retail stores will not be allowed to list themselves as a studio. A payment plan will be offered. Art Tours will span three weekends again to test the extended weekend concept properly. No commissions on sales will be required. There will be a slight increase in the registration fee to be set around \$75. Tours weekends will fall on the 10th, 17th, and the 24th.

Advertisements will be targeted at the Lower Desert, Redlands, and the Morongo Basin.

More workshops need to focus on the Social Media advertisement element by each participating artist. Social media a great tool, but only if participants use it properly. Active updates and helpful

sharing of MBCAC events and other participating artist studios create a strong network that visitors can gather information from.

Sullivan shared her concern that providing a payment plan to participants could increase the work load on the Treasurer and Registrar. At this time, they do not think the added managerial work will be a problem.

These changes must be decided before the February meeting since registration is planned to begin on February 1.

Green would like to host a public meeting where artists voice their suggestions on possible improvements. It could be merged with an invitational where the proposed changes can be shared. The meeting venue would be the Center for Healthy Generations. Meeting attendees would be urged to share their positive suggestions and recommendations that might make the Open Studio Art Tours more successful. Complaints cannot be the focus if we wish to keep the meeting to a reasonable time frame.

President Geiger directed attention to the fact that MBCAC spent \$50,000 on advertising. Participating artists don't see most of the advertising endeavors that MBCAC goes through. They see the signs and flyers printed; they can hold the catalog; they occasionally participate in the social media posts, but the big-ticket items are the advertisement placements in Los Angeles, San Diego, and the Lower Desert, of which participants rarely see. MBCAC might need to put a bit more focus on local advertisement in the Morongo Basin since these are the items that the artists are sure to notice.

The idea of renting a billboard, or going through the permit process of hanging flags on light posts during the entire month of October was mentioned again.

Much of this discussion must be conducted digitally to come up with a plan to launch the registration on February 1, 2020.

Geiger would like to be able to approve a cover design in February so that it lessens the pressure on the OSAT committee. An approved cover design will lead into Save the Date cards and a general feel for the catalog interior. **[Action Item]**

There is a 'plus-one' issue that must be dealt with. This is when a participating artist invites friends or family members to show and sell art at their studio. On a larger scale, participating shops often pay to be listed as an art stop, and then offer their shop grounds for pop-up artists. This practice waters down the open 'studio' concept of the Open Studio Art Tours. Visitors are complaining, sharing that they expect to get a glimpse of the 'artist life' and 'an artist at work', and instead they see small pop-up art festivals. This needs to be addressed for the 2020 season, details to come.

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

Social media updates are at a minimum. The art shows at the galleries will continue to be promoted, with updates taken over by Aimee Buyea. OSAT social media will continue as we get closer to the October.

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

Kat Johnson shared the success of the Holidaze show. The village growth to the west of the gallery has put a temporary damper on visitors, it seems, and additional marketing and events might be necessary to make sure visitors continue walking the shops past the bakery.

Discussion started regarding hosting a possible youth art show, since several grant applications are being considered – some of which have a student and youth focus. Director Buyea feels like the potential dates to host a youth art show land too soon to provide adequate planning and organization support to the event. She wants to work this kind of display into the Fall season, and possibly not until February 2021.

Director Buyea would like to commit May to a pre-season Collective show. This show would provide an opportunity to drum up excitement for the upcoming 2020 Open Studio Art Tours. This show would only be open to artists that have already signed up for 2020 Art Tours, and due to the limited space available, it would be open to the artists that register early.

President Geiger shared that the JTAG December show was quite successful. The walls need to be repainted due to a visibly patchy repair job after the November show. The paint has already been purchased and is being covered by the February artists. MBCAC will likely have a painting party at the end of January.

Aimee would like to adjust the Artist Agreement to include a wall-repair fee if the artist damages the gallery when the show is taken down. Koza suggested that a 'security deposit' be included in the list of responsibilities an artist is required to process. Another option is to remove the wall repair portion from the artist's responsibilities.

## **ART IN PUBLIC PLACES:**

Sullivan has been working with Pie for the People for quite some time. It has been tricky relationship, because they have gone through so many managers. A reliable relationship between the AIPP Director and a venue manager is a must when coordinating art displays. Two artists are still waiting for checks to arrive from their art sales.

Sales have doubled since 2018. Membership interest in showing their art at AIPP venues is on the rise and new members to MBCAC are already comfortable with the idea of signing up to show their art. Nearly all venues are filled through 2020.

Buyea suggested reaching out to the Community Centers in the Morongo Basin if Sullivan is looking to expand. The Yucca Mesa Community Center sees a lot of traffic and would feature art well.

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 326 active members, 3 members are overdue on their membership, 3 have lapsed and 6 new members have signed up in the last thirty days.

Miller reminded the Board that he can provide a current membership report to Sullivan and Buyea

to use during intake days, if the reports seem useful.

**MARKETING COMMITTEE REPORT:**

Marketing has been absorbed by the OSAT Committee. In the future, this section will be removed.

**EVENTS COMMITTEE REPORT:**

Events has been absorbed by the OSAT Committee. In the future, this section will be removed.

**OLD BUSINESS:**

Reserved parking signs at the back of the building behind Gallery 62 for the Director and gallery sitters remains tabled.

**NEW BUSINESS:**

January 16 at 6 pm a special meeting will be held at Henson's house to review bylaws.

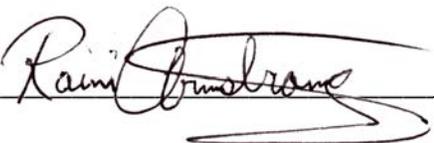
**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on February 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 7:50 PM.

These Minutes are certified by the Secretary.

Signature  Date 5/7/2020