

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 **July 2, 2020**, via digital conference call using Zoom.

The meeting was called to order by President Marcia Geiger at 5:22 PM.

Board Members Present: Marcia Geiger (President), Ed Keesling (Past President), Raini Armstrong (Secretary), John Henson (Treasurer), Bill Green (Communication Director, Art Tours Director), Mitch Miller (Registrar, Membership Director)

Others present: Aimee Buyea (Galleries Director)

Not present: Sherri Sullivan (AIPP Director), Karan Murphy (Vice President)

QUORUM was established.

PRESIDENT’S REPORT:

Of the six grants that Geiger applied to, she only received updates for two of them. Everyone is applying for grants, so the delay is understandable.

1. The California Humanities CARES Act funding grant was not approved
2. The WESTAF CARES Relief Fund for Organizations was not approved
3. The Red Backpack Fund grant requesting \$5,000 is pending
4. The IECC Developmental Grant is pending
5. The IECC Relief Grant is pending
6. The SBC COVID-Compliant Business Partnership PPE was approved for up to \$2,500

The 29 Palms Art Gallery is requesting donations and support to cover \$10,000 in exterminator fees, cleaning and sanitizing, and rodent damage repairs to the building (alarm system wires were chewed). Further expenses may be faced when repainting walls comes up.

Geiger put forward the request to donate \$250 to the 29 Palms Art Gallery relief fund, it was seconded and passed without dissent.

Tax rules have been adjusted by the state to aid charities due to the effects of Covid-19, which should positively effect art groups. Anyone can donate up to \$300 and receive a deduction on their taxes regardless of whether they itemize the donations.

VICE PRESIDENT’S REPORT:

Murphy was unable to attend. No report shared.

PAST PRESIDENT’S REPORT:

The 29 Palms Gallery pest control issue and their funding efforts. They had planned on opening its doors in July, but the Covid-19 situation didn’t lower enough for the State to feel comfortable

about moving into allowing galleries to open.

The Joshua Tree Art Exposition is still planned for November. The call for art deadline is August 31.

Keesling shared that he is no longer the president of the 29 Palms Art Gallery.

SECRETARY'S REPORT:

The minutes of April and May 2020 have been shared digitally with the Board. The email was sent out too late to gather adequate responses. A motion to adopt the April and May will need to be conducted over digital communication. June 2020 minutes have not been shared yet.

TREASURER'S REPORT:

The beginning balance in June 2020 with Bank of America was \$??, with total deposits of \$?? and expenses of \$??. The bank balance at the end of February was \$??.

The beginning balance in June 2020 with Chase was \$??, with total deposits of \$?? and expenses of \$??. The bank balance at the end of February was \$??.

The corporation remains solvent.

Henson provided a financial position report indicating the current MBCAC financial position. Generalizing costs for MBCAC with two galleries, if MBCAC is unable to pull in any income, we are looking at ending the year with \$22,000 in the bank.

Henson also provided the profit & loss by class report showing the gallery costs in the red for both galleries coming to approximately \$2,700 per month. Despite the loss, it will be possible to cover expenses for the rest of the year.

The SBA loan received will be forgivable – acting like a grant – and is being used for gallery expenses.

A decision should be made on whether to move forward with spring planning of the Art Tours 2021. A question came up regarding whether we had a quorum of Board members in attendance during the meeting. The bylaws were reviewed - a quorum of 50% is required for decision approvals.

COMMUNICATIONS DIRECTOR'S REPORT:

Promotion of the upcoming Fall collective show and limited promotion of the MBCAC regular artists and area events are being conducted. Our social media audience, in terms of followers, has steadily grown. OSAT has 2,419 followers on Instagram and 1,212 on Facebook. The MBCAC group participation is 740 members. Our Newsflash and MBCAC FB group will continue to promote monthly MBCAC events and updates.

GALLERIES DIRECTOR REPORT:

At JTAG, the mural project is moving along well. Buyea researched the most reliable material to enough for four murals. A substance called Polytab came up as the best material. Buyea purchase

enough Polytab to cover four murals. The cost for this project for the year comes to about \$200. Buyea has drawn up a call for art announcement for review.

Commission on sales matches the commission on sculptures at Gallery 62. The details will be provided over digital communication since the approval was stored in a non-digital fashion and is unavailable for immediate review.

The artist will be responsible for applying a clear coat to their own work. Buyea will then apply a second varnish that protects from graffiti. MBCAC will also take high-quality photographs to provide social media representation.

Green will serve as test muralist artist for the first two months. Buyea planned on having the Gallery Committee act as a jury for future mural possibilities, and she will write up a contract for the Board to review.

At Gallery 62, the sculpture contract is up in September with Scott Doten. Buyea has been speaking with three-dimensional artists and one artist, Ben Allinoff reached out and provided a piece of art he would like to show if possible. The contract spans approximately 12 months. Green asked whether Buyea was open to a group showing of smaller sculptures. Buyea is interested in contacting the Simi Group as a possible collaboration. Because Ben already has a piece prepared, Buyea is considering holding off on sharing the call for art sculpture.

Some reservations were shared regarding the sculpture that Ben wants to show. The concern is that the sculpture might not pop enough. It also seemed to contain possible low edges that might create a danger to visitors.

Governor Newson is calling for a backtrack to phase 2, asking that public spaces are not allowed to remain open. Because of the concern that Covid19 will spike again in the fall, Buyea is worried about gallery sitting policies. She asked whether it was necessary to amend the current gallery sitter selection process as it pertains to JTAG, and if it was necessary to charge artists an extra fee to cover a hired sitter if they cannot volunteer to cover a shift during their exhibit. Geiger doesn't think we can address the concerns until we get closer to Fall. Keesling does not think normal gallery sitting days are a concern – only the gallery opening nights experience a large number of visitors. Plastic barriers could be installed at Gallery 62 for the sitters, but it would be difficult to do the same at JTAG. The upcoming planning and management of gallery sitters and opening nights will be challenging.

Provided gloves, masks, disinfectant wipes, and the use of tablets over other transaction methods (they can easily be disinfected) increase both Gallery's safety levels, but only time will tell on the comfort of gallery sitters.

The NEA Big Read is planned for the fall – the featured book is “Lab Girl” a memoir of a botanist by Hope Jahren. An art exhibition will be featured during September and JTAG will be offered as the location. An open call for art will occur – nature, plants and ecology will be the general theme. They will be providing promotional materials. \$250 in their budget will be offered to cover some of JTAGs expenses during September. Buyea will contact the Morongo Basin Conservation Association to see if they are willing to contribute funds to support this event. **(Action Item)**

Geiger asked if the MBCAC branding or JTAG branding will be used. Both logos could be used, but MBCAC should definitely be used if we have no option.

The event is being planned to accommodate current restrictions – outdoor movie screening viewing, drive by materials pickup, online gallery kickoff that hopefully transitions into a physical gallery later on.

ART IN PUBLIC PLACES:

Sullivan was unable to attend. No report was given.

MEMBERSHIP DIRECTOR'S REPORT:

Membership is at 233 active members, 29 members are overdue on their membership, 25 of these being considered lapsed, and 3 new members have signed up in the last thirty days.

Miller archives lapsed members quickly in order to keep the membership numbers up-to-date, but he wants to remind membership, via the newsletter, to contact him when a previous member wishes to renew. Their old membership record must be reenabled before the user can activate their older account.

Miller is in the process of reviewing bylaw amendment rules for non-profit groups. With help from Ed Keesling, he plans on using the research to work on an amendment of the MBCAC bylaws in August. (**Action Item**)

OSAT (Open Studio Art Tours):

Green finalized the budget recommendations for OSAT 2021. He provided a review of the hybrid concept of the 2021 Art Tours events. We have enough time to plan for and build a strong web presence to include the website revamp and app production for 2021. October would see a teaser gallery show of artists that have already signed up for spring 2021.

The goal is participation of 125 artists with a limit of 150 per session (spring 2021 and fall 2021.)

Tentative dates for Art Tours sprint 2021 - April 10/11 & 17/18.

Registration to begin on October 1, coinciding with the JTAG Collective Show. Early bird will last until December 1, with registration rates matching OSAT 2020 rates until it was Cancelled. Regular rates will see a bump up by \$50-\$100. Final registration rate to be determined. Registration ends on January 7, 2021. A 3-payment plan option will be provided. Artists to be promoted on website, in the app and in the catalog following the original 2020 plan.

Advertisers will be given the opportunity to advertise in both Spring OSAT + Fall OSAT at a discounted rate.

The Collective Show teaser would kick-off the 2021 season, to be held during October at JTAG and Gallery 62, depending upon the need for additional space. First-come, first-serve, with preference given to current MBCAC members who already expressed interest in Spring OSAT 2021 via the online poll. One (1) art piece per artists, 24" x 24"

max, with \$20-25 hanging fee and 15% sales commission. Additionally:

Marie Bobbin, a contact of Green's, suggested MBCAC look into smaller donation sponsors to begin aiding with funding MBCAC and Studio Art Tours.

MBCAC will again be faced with the conundrum of how to democratically limit the number of participants. The obvious option is to raise registration prices to limit participation.

Regardless of our current planning, if the Covid-19 situation does not see a healthy decline, MBCAC will again be put in a difficult position. The Board must continue discussion on how to plan for the *potential* of a forced cancellation of the spring session. If we are faced with refunding artists a second time, it will be very difficult to promise a 100% refund policy again.

OLD BUSINESS:

NEW BUSINESS:

No regular board meeting will be held in August.

GUEST COMMENTS/ANNOUNCEMENTS:

NEXT MEETING:

The next regular meeting of the Board of Directors will be held on September 3, 2020, at 5:00 PM. Zoom online conference will be used. The meeting invitation will be sent out prior to the meeting date.

There being no further business, the meeting was duly adjourned at 7:21 PM.

These Minutes are certified by the Secretary.

Signature _____ Date _____