

# ***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 **May 7, 2020**, via digital conference call using Zoom.

The meeting was called to order by President Marcia Geiger at 5:00 PM.

***Board Members Present:*** Marcia Geiger (President), Ed Keesling (Past President), Raini Armstrong (Secretary), Karan Murphy (Vice President), 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), Julianne Koza (Chaparral Artists Representative)

**QUORUM** was established.

## **PRESIDENT’S REPORT:**

Geiger shared the status of two grants that she had applied for; an Inland Empire Community Foundation (IECF) grant, and a California Arts Council local impact grant. The local impact grant has been approved in the amount of \$19,000. The scope of work that this money applies to is being altered to adjust to the current needs of strengthening MBCAC’s digital presence.

## **VICE PRESIDENT’S REPORT:**

No report shared.

## **PAST PRESIDENT’S REPORT:**

Keesling shared that the 29 Palms Art Gallery application phase for artists interested in showing during 2021 was extended until the end of May. The 29 Palms Art Gallery is planning on opening its doors in September.

The Joshua Tree National Park Exposition is scheduled for November.

## **SECRETARY’S REPORT:**

The minutes of February and March 2020 had been shared digitally with the expectation that if seven approvals were received during the polling process, the minutes would be accepted. Six approvals were received, not enough to automatically accept the minutes. A motion to adopt the February and March meeting minutes as read was made, seconded and passed without dissent. The April 2020 minutes were not shared digitally with the Board in time for approval. The April minutes will be shared as soon as possible. The Secretary will post the approved and signed minutes to the MBCAC website under Board Minutes.

During this time of digital communication, 7 approvals to a poll will result in the secretary automatically signing the minutes to be posted to the website.

## **TREASURER'S REPORT:**

The beginning balance in April 2020 with Bank of America was \$41,724, with total deposits of \$59 and expenses of \$7,040. The bank balance at the end of February was \$34,743.

The beginning balance in April 2020 with Chase was \$12,638, with total deposits of \$6,889 and expenses of \$1,301. The bank balance at the end of February was \$18,225.

The corporation remains solvent.

Henson provided a profit and loss by class report for the year to date. January-April 2020. We are currently breaking even for the year but the financial position report shows a leveling out of income because registration fees and ad purchases are greatly reduced.

No update has been received on the status of the SBA loan request. The SBA loan request was in the amount of \$1,800.

The MBCAC Gallery insurance does not cover virus related issues.

## **GALLERIES DIRECTOR REPORT:**

Bonny Brady donated \$200 to cover rent for Gallery 62. Thanks go out to her for this donation.

Almost all art has been successfully collected from JTAG and Gallery 62.

During the gallery closure, some remodeling was tackled at JTAG. The west wall of the front room, previously a window, was reframed and insulated. The wall now provides a stronger support structure for art.

On the outer west-facing wall of JTAG, MBCAC is bringing back the ability to display art. The location is being referred to as the mural project – there used to be a metal frame on that wall, but it was replaced by a notification board. With the creation and installation of a new framing zone, this space could be rented out. Temporary murals and other outdoor safe 2-dimensional art can be displayed. Moving forward, a quarterly timeframe would allow art to change on that wall. Buyea mentioned the possibility of charging for space. The art could be available for purchase at the end of the quarter, with a percentage that goes to MBCAC. The space could also provide an open art opportunity. The location gets a lot of direct sun, it gets hot during the summer months, so any artists will need to use exterior paint with UV coating. The Board discussed the possibility of providing plywood or unstretched canvas to be painted on, if the artist provided UV resistant exterior paint to create with. Depending on the process that MBCAC decides on, some artists will be able to create the art at their studio and deliver to the gallery to be installed on the wall. Ceramicists might be able to create a tiled work and install it later, painters can paint at their own studio, etc.

Buyea asked if it might be a good idea to have an artist create a mural or outdoor art piece as soon as possible, to get the ball rolling. The first installation will act as a conversation piece, active advertisement to draw other artists interested in signing up to paint something. After the first mural goes up, call-outs can be used to reach out to artists and applications will need to be submitted. During Art Tours, this location could be reserved for advertisement endeavors, and

serve as a larger map display location.

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

A survey was sent out to 320 active members on May 3, 2020. The survey posed three questions,

1) "Would you like the art tours to happen in 2020?"

2) "Are you planning to register for the Art Tours?"

3) "If maybe or no, is there a specific reason?"

86 responses to this survey have been received so far indicating a split of feelings between people considering signing up if the Tours proceeded, and people sharing that they absolutely would not sign up. Past participants are sharing their discomfort with having people in their homes if things remain precarious, while some have shared their shock that MBCAC would even consider holding the Tours. 28% indicated that they would not sign up for Tours, 26% indicated they might sign up, which puts it at less than half indicating they were still planning on signing up.

Green is concerned about holding a partial tour after receiving this feedback. He doesn't feel like it would be right to proceed with a severely limited tour, but he also doesn't feel comfortable with cancelling altogether. Most art groups across the country are going virtual, and according to another survey regarding alternatives to a physical Art Tours, many members indicated interest in a virtual alternative to Art Tours.

The Board was faced with the decision of either providing a virtual tour for 2020, a limited physical tour, or canceling completely for 2020.

Green proposed details regarding the virtual tour option. Each registered artist of the Art Tours 2020 would be provided a means to showcase multiple hi-resolution images of their art, a video that can be used to highlight their studio and/or their art creation process, an online purchase option. Promotions for this virtual tour would begin mid-August. The site/app would be active during the entire month of October. During October, the promotion of three artists per day will occur until the end of the month. After October, the site will remain up until the start of the next 2021 Art Tours. This digital experience would provide an elegant space for artists to present their art and studio.

This option would place shipping responsibilities on the artists, and artists would be strongly encouraged to actively promote themselves on social media.

Advertisements will focus on surrounding communities and regions, but this will also allow some accidental advertisements across the nation and world.

Lastly, a print on demand commemorative catalog or magazine will be available to provide a tangible souvenir.

We could extend the registration until mid-June with this plan. The attending Board members agreed that creating a strong and beautiful online presence for this year's Art Tours would be the objective. MBCAC doesn't want to be responsible for anyone getting sick during the three-week Studio Art Tours.

The Board discussed having a Collective show. Miller suggested that a Collective show isn't as important if certain filters were allowed on the website/app. A virtual Collective show might be just as interesting. Buyea shared concern about a virtual Collective show, feeling as though people will want and need the opportunity to experience art. All restrictions – mask wearing, social distancing, and limited numbers within galleries would be followed, of course.

Another consideration discussed was to postpone the 2020 Studio Art Tours to the spring of 2021. The biggest concern about postponing would be the quick turnaround to the official 2021 Studio Art Tours, which might be stressful for participating artists.

The Board had conflicting thoughts about the proposed options, even though the majority expressed great interest in a virtual plan. It could be more cost effective to cancel completely and put money toward strengthening our web presence in preparation for 2021. Green commented on Buyea's concern about going virtual completely, sharing that there is a way we might draw in the large-scale art spaces by using certain available locations to MBCAC – those include the frontage space of the Retreat Center or the outdoor space of the Glass Outhouse.

Buyea requested a second May meeting to allow the Board to consider the options before deciding. Green appreciated the time to consider. Miller asked whether MBCAC might consider providing an outdoor location to artists, an art festival of sorts, for anyone interested, if the 2020 Tours is cancelled or becomes greatly truncated. This could be controlled in a greater way through the requirement of masks and gloves and social distancing.

Geiger reminded everyone that refunds will be made to signed-up artists and advertisers immediately, since MBCAC is currently leaning toward alternatives to the normal Studio Art Tours experience. No decision was made regarding either cancelling, truncating or going fully-virtual. A decision will be made during the next meeting, Wednesday, May 13 at 5:00 pm. **[Action item]**

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

### **MEMBERSHIP DIRECTOR'S REPORT:**

Membership is at 282 active members, 80 members are overdue on their membership, 42 of these being considered lapsed, and 5 new members have signed up in the last thirty days.

Registrar report – 47 artists had registered; 8 cancellations have been received since the health concerns of Covid19 have progressed.

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

Sullivan was unable to attend, but shared her report with Geiger.

Pie for the People is closed for the time being. Some difficulties were experienced when the last artist retrieved their art. All has been

The 29 Palms Inn is unhappy with the wire gallery system used for Art in Public Places. They requested that MBCAC replace the system. In January 2019 the 29 Palms Inn and MBCAC split the cost of the system chosen. The 29 Palms Inn paid for 10 Anodized tracks, 14 track end-caps, and

covered the cost of installation by utilizing their staff to install the system. The materials came to \$317, paid by the Inn. MBCAC paid for a total of 60 hooks and 30 wires to be used *with* the tracks, which came to \$719.

If MBCAC replaces the wire system, the 29 Palms Inn must share in detail their preferences regarding a new system. MBCAC would ask for the railing back, as well as collect the hooks and wires. This wire system can be resold or used at an alternative location.

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/>

**OLD BUSINESS:**

**NEW BUSINESS:**

**GUEST COMMENTS/ANNOUNCEMENTS:**

**NEXT MEETING:**

The next regular meeting of the Board of Directors will be held on Wednesday June 4, 2020, at 6:00 PM. The location of the meeting is unknown at this time, but it might still require the use of online conference means. Otherwise, the Healthy Generations meeting room, 57121 Sunnyslope Dr., Yucca Valley, CA 92284 is still an option.

There being no further business, the meeting was duly adjourned at 6:34 PM.

These Minutes are certified by the Secretary.

Signature \_\_\_\_\_ Date \_\_\_\_\_