



where
art
lives

BREWERY ARTWALK ASSOCIATION

2100 North Main Street #A10
Los Angeles, CA 90031
www.breweryartwalk.com

EXECUTIVE BOARD

MITZELLA, President; ANNETTE VILLARREAL, Secretary; JAMES PAYNE, Treasurer

An open floor is provided at the end of each meeting wherein the public may comment on any item within the Board's interest. No prior notice is necessary to speak. Public comments shall be limited to 2 minutes per speaker, but the Board has the discretion to modify the amount of time for any speaker. For special presentations requiring more than 2 minutes or to request an item be added to the agenda please contact the board in advance at board@breweryartwalk.com.

Unless otherwise announced, The Brewery Artwalk Association normally holds regular meetings the second Sunday of every month at the I5 Gallery 2100 N. Main St. #A10 LA CA 90031 at 6pm.

MINUTES

SUNDAY April 10, 2016

6:00 – 7:30PM

The I5 Gallery 2100 N. Main St. #A10 LA CA 90031

Attendance

Michelle Barrera, Patricia Lucasiewicz, Dustin Knouse, Madelyn Kim, Kristine Schomaker, Leor Levine, Jill Sykes, Kate Hoffman, Francine Lecoultre

Board Members Present

Mitzella, Baha, Annette, Joyce

Agenda Items

Opening Remarks /Acceptance of Minutes

Baha motions to approve minutes from March, Joyce seconds.

Treasurer's Report (Jim)

- \$13,947 currently in the account. Projected balance expected for \$11,741.94.

Board Business

1. Guidelines for special requests such as outside vendors, performers and outdoor installations
 - Mitzella proposes setting up a committee and application process for each and every request
 - Mitzella proposes approaching Jonno on participating on the committee
2. Board retreat date
 - Discussing dates for retreat hosted by Vivian in May
3. Discuss possible Fall 2016 Artwalk Dates
 - October dates are not set for Oct 15-16 due to Beverly Hills Artwalk, left with Oct 8-9 or Oct 22-23 – the board agrees; to make an official vote in the next meeting

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VAUGHN HANNON, Data Management Officer; KATE HOFFMAN, Logistics Officer

Fundraising

1. Food Truck Report (Jim)
 - Received \$1,600 in checks with Hungry Nomad
 - Mitzella proposes bringing them back for the next artwalk
 - Mitzella proposes a refund of \$75 for Quint and his loss in business; the board votes yes

Advertising/Social Media/Communications (Mitzella)

1. Marketing and PR Report
 - Liz released a PR web and press kit
 - 209 media pick ups
 - Liz pitched stories and we received 13 pick ups
2. Performances Magazine Ad Update
 - Budget spent towards marketing and advertising
 - Ads in LA Weekly, LA Times, Performance Magazine and Angeleno Magazine
 - Seeking some refund in the LA weekly ad
 - Need to update Ad in Performance Magazine – will change to October 2016 copy
3. Social Media
 - Over 900 page visits, the BAA instagram boomed, people tagged the BAA on instagram
 - Graphic designer proposed a social media campaign that helps attendees navigate the event, i.e. shareable themed around the explore theme. To discuss with board next meeting.
4. Marketing
 - \$9,680 in marketing costs with almost \$2K for performance magazine

Data Management (Vaughn/ Mitzella)

- Two weeks leading up to the event, we had 24,000 visits
 - 9,902 hits, half from device, direct searches were the second highest, majority from mobile users. Social media accounts for 10%.
 - Most hits from LA weekly, second from Angeleno and Performance.
 - Second most visited page was the Visit Us page. Artist gallery is very well used.
 - Newsletter experienced 115 new sign ups which brings us up to 8,941 subscribers.
 - This year is the highest artwalk we have experienced in years.
 - The postcards without address were a marketing choice and not a PR choice. The board is analyzing the results.
 - A survey to our attendees will be sent out ASAP.
1. Website Changes
 - To implement an info page with the calendar, with events, meetings, minutes, agendas

I5 Gallery

- Preview show was successful, had 35 participants
1. Art Cops
 - Collected 5 checks
 2. Docents
 - Had 25 docents, a successful event
 - Docent Show on June 13th

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3. World Art Day

- Set up is Tuesday, Friday is the official opening, Open Saturday and Sunday
- Closing reception Sunday 4-7PM
- Need to update contract with Kristen Carlsen

Logistics (Joyce)

- No report was given because Joyce resigned at the beginning of the meeting.
1. Signs/Volunteers
 2. Parking
 3. Trash/clean up crew

Community Outreach (Jonno)

1. VIP Show
 - Mitzella proposes hosting a VIP show sponsored by Angeleno Magazine
 - Show open to those who register for Artwalk
2. Mobile Museum
 - Connects exhibits in schools; opportunity for cultural event for Dia De Los Muertos

Open Floor

- Porty Potties
- Street permits to close the streets
- Reigning in the food trucks = less trash
- Food trucks on Moulton vs Ave 21
- Food trucks and beer garden
- Survey to analyze sales vs openings
- Advertising on 'bring your check book'
- More signs and colored coded signs
- Volunteers get a free meal from the food trucks
- Different colors on billboard
- Liaison apart from Facebook
- Tagging yourself in your artwork for people taking photos
- Brewery Artwalk diluted by the downtown Artwalk... Studio Visits, Open Studios
- Townhall for residents where they bring key points to the board
- More cardboard trash boxes

Meeting Adjournment

Other Notes

N/A

Next Meeting: Sunday May 8, 2016 6pm at the I5 Gallery 2100 North Main St. #A10 LA CA 90031

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