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## 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

TUESDAY, December 13, 2016

7:00 – 8:00PM

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

### Attendance

### Board Members Present

Mitzella, Annette, Kate

### Agenda Items

#### Opening Remarks /Acceptance of Minutes

Mitzella motions to approve minutes from September, Kate seconds.

#### Treasurer's Report (Mitzella for Jim)

- Current balance \$8,801.97
- Current outstanding invoices for KPCC, Interiors California and Angeleno Magazine
- To examine future costs including media buys and using Eventbrite

#### Board Business

1. Open Board Position
  - There is still an open position on the board and looking to fill it
2. Outdoor Exhibit Protocol
  - Guidelines must be set by the first registration date (mid-January)
3. Updated Task List
  - Mitzella to send out, follow up on insurance certificates

#### Fundraising (Kate)

1. AmazonSmile
  - Kate to send instructions on how to claim the funds
  - To discuss how to publicize this offer

#### BOARD MEMBERS

MITZELLA, President; JAMES PAYNE, Treasurer; ANNETTE VILLARREAL, Secretary; BAHA DANESH, Gallery Director;  
VAUGHN HANNON, Data Management Officer; KATE HOFFMAN, Logistics Officer

### **Advertising/Social Media/Communications (Mitzella)**

1. Printing
  - To determine how many postcards to order next time
  - To assess sample packages from printers at next meeting
2. Post Card Review
  - Mitzella to give notes to Nicole
3. EPK Update
  - Opportunity to revisit PRWeb
4. Media buy
  - Spring 2017 media buy proposal will be presented at the Jan meeting

### **Data Management (Mitzella for Vaughn)**

1. Website Changes
  - Updates on the website from Sarah at the next meeting
  - Anticipate having the new website for the next artwalk

### **I5 Gallery (Mitzella for Baha)**

1. The Docent Show Jan 8<sup>th</sup> 3-5 PM

### **Logistics (Kate)**

1. Non-profit mailing status
  - Kate to look into
2. Artwalk Guidelines in new tenant package (tabled from last fall)
3. Mailroom flier
4. Lost Sign
  - Kate to reach out and see if the signs were located
  - To look into getting a new sign
5. Porta Potties
  - Have been reserved and locations have been adjusted
6. UPS Signage
  - To create bigger and bolder signs for the UPS lot parking restrictions
  - Kate to investigate the gator boards and bring suggestions to next meeting

### **Community Outreach (Mitzella)**

1. Meet and Greet report
  - The event went well
  - To discuss hosting another event after the next artwalk
2. Need to fill the Community Outreach position by January to accomplish tabled projects from the fall

### **Open Floor**

### **Meeting Adjournment**

### **Action Items**

1. Send out updated task list (Mitzella)

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2. Send out AmazonSmile instructions (Kate)
3. Gather printer sample packages (Mitzella and Kate)
4. Give notes on post card (Mitzella)
5. Look into non-profit mailing status (Kate)
6. Look into lost sign and replacing it (Kate)
7. Investigate gator boards and options (Kate)

**Other Notes** N/A

**Next Meeting:** Sunday January 8, 2017 6pm at the I5 Gallery 2100 North Main St. #A10 LA CA 90031

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