



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 July 10, 2016

6:00 – 7:30PM

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

### Attendance

Dustin Knouse, Nicole Fournier, Leor Levine, Jen Moore

### Board Members Present

Mitzella, Kate, Jim, Sarah Knouse (filling in for Annette)

### Agenda Items

#### Opening Remarks /Acceptance of Minutes

Kate motions to approve minutes from June, Jim seconds.

#### Treasurer's Report

- \$10,265 currently in the account.
- One outstanding bill from Reel Security, Kate will follow up

#### Board Business

1. Maiden LA
  - Mitzella emailed a proposal but has not heard back yet
  - Maiden LA extended their deadline but it's passed so Mitzella motions to table, Kate seconds
2. Updated Task List
  - Vaughn will be opening registration next week
  - The board is caught up on the task list
3. Special Requests Committee Report

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

- Only three board members so need to hold off on any further action
  - Need to come up with internal guidelines for proposals
4. Marina del Rey Artwalk
    - Mitzella will reach out to them regarding meeting with them to collaborate on cross promoting

## **Fundraising**

1. Food Truck Report (Jim)
  - Hungry Nomad is interested in organizing food trucks for the fall artwalk, Jim recommends using them again since everything went smoothly last artwalk. Jim will ask them about trash cleanup
  - Other food trucks have contacted Jim that are interested in doing an artwalk, but concerned about having too many food trucks. Mitzella suggested Jim talk to Tina and Mike of Hungry Nomad.
2. Chang Beer
  - China based company Chang Beer reached out to the board about setting up a booth. Mitzella will reach out to Kim to say thank you but no thank you since it's not a good fit.

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

1. Marketing and PR Report
  - Secured ads with Interiors California and Angeleno Magazine
2. Social Media Manager (non board member) Position
  - Several people have shown interest in the position. Mitzella will reach out to set up interviews

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

1. Website Report
  - Suggest for Vaughn to create a specific email address just for submission to the website's gallery.
2. Sarah and Dustin Presentation
  - Sarah presented Wordpress migration pitch to the board,
  - The board approves the changes conditional to Vaughn's insights on feasibility.
  - Sarah will contact Vaughn to discuss feasibility and timelines.

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

1. The Docent Show
  - The show is scheduled for July 17<sup>th</sup>
2. Artwalk Clean Up
  - Putting together a group to place trash bins and clean up around the brewery. Will announce around the same times as sign volunteers

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- Jen has volunteered to reach out to Global Inheritance – TRASHed one more time about providing trashcans as she has a contact there. Otherwise the board will use our regular cardboard trashcans.

### **Logistics (Kate)**

1. Non-profit mailing status
  - A work in progress, gathering information from Jim
2. Artwalk Guidelines in Carlson Industries Packet
  - Kate will reach out to Kristen about adding in a sheet to the packet. Ask about posting a flyer on the bulletin board in mailroom as well.
3. Signs
  - New blade signs, order five more. Mitzella will reach out to Nicole and have her send Kate the artwork we used last time. Jim will find last invoice of blade signs and send it out to Kate
4. Porta Potties
  - Kate has been assured by Jim Hill that everything is on track
5. Reel Security
  - Kate has spoken with them and everything is on track

### **Community Outreach (Mitzella for Jonno)**

1. VIP Show
  - Put together a survey to follow up on the last survey to see what resident expectations are regarding a VIP event
  - Kate suggested having a cut off date for VIP registration, have some kind of incentive to get everyone to register early
  - Mitzella suggested not considering dates for the show after Artwalk in case someone sells a piece and then has nothing to show, board agrees.
  - The board agrees the focus of this show should be an opportunity to network with art industry professionals and collectors rather than selling work but acknowledges the need to raise awareness of the benefits of this approach within the community.

### **Open Floor**

Jen had a list of possible VIP curators that were suggested from multiple sources. Jen will reach to Allison, Greg and Aly from the compiled list.

### **Meeting Adjournment**

### **Action Items**

1. Follow up with Reel Security about outstanding bill (Kate)
2. Opening registration (Vaughn)
3. Come up with internal guidelines for proposals (Mitzella, Kate, Dustin)
4. Reach out to Marina Del Rey Artwalk (Mitzella)
5. Organize food truck list (Jim)

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6. Tell Chang Beer board will not be moving forward with their proposal (Mitzella)
7. Set up interviews with applicants for Social Media Manager position (Mitzella)
8. Create a separate email for artwork submission to website (Vaughn)
9. Sarah will meet with Vaughn to discuss Brewery website
10. Non-profit mailing status (Kate)
11. Artwalk Guidelines in Carlson Industries packet and mailroom (Kate)
12. Send Kate last invoice for blade signs (Jim)
13. Send Kate artwork for blade signs (Nicole)
14. Order new blade signs (Kate)
15. Send out follow up survey for VIP Show (Mitzella)

**Other Notes** N/A

**Next Meeting:** Sunday August 14, 2016 6pm at the I5 Gallery 2100 North Main St. #A10 LA CA 90031

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