



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 June 12, 2016

6:00 – 7:30PM

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

Attendance

Dustin Knouse, Sarah Reyes, Joyce Aysta

Board Members Present

Mitzella, Jonno, Annette, Kate

Agenda Items

Opening Remarks /Acceptance of Minutes

Kate motions to approve minutes from March, Jonno seconds.

Treasurer's Report (Mitzella for Jim)

- Current balance \$14,657.22.
- Projected balance after outstanding invoices \$9,136.66.

Board Business

1. Maiden LA
 - Maiden LA is accepting proposals for art projects in LA during the month of August
 - Mitzella proposes hosting "Made In Brewery" at the I5 gallery, showcasing resident artwork
 - Deadline for proposals to participate in Maiden LA is June 15
 - The board will reach out to Maiden LA with the proposal
2. Resident Survey Results
 - 63 respondents total
 - Survey results were discussed in detail.
 - Take aways from the discussion resulted in the following possible ideas:
 - i. Creating a guidelines and best practices section on the website
 - ii. Requesting Artwalk info be included in the new resident info packages

BOARD MEMBERS

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

- iii. Hosting a seminar on PR and Marketing strategies for artists
- iv. Creating a BAA youtube channel to archive videos of the above mentioned seminar and others.
- The board will look into the feasibility of pursuing any of these ideas for this or future artwalks
- 3. Updated Task List
 - Registration deadlines have been set for August 19 (first) and September 23 (second)
 - The board is caught up on the task list
- 4. Special Requests Committee Report (Mitzella, Kate & Dustin)
 - The committee's first meeting addressed the many special requests that were brought to the board at last Spring's Artwalk.
 - Special requests are defined as proposals for exhibiting at artwalk in ways that fall outside of normal participation as set forth in the "artwalk rules" but which may still be beneficial to the event as a whole. Examples include but are not limited to: 1. Participants who wish to exhibit artwork outdoors 2. Participants who wish to exhibit art that is non traditional in nature such as culinary art.
 - The committee proposed moving forward with the idea of creating guidelines and deadlines for submitting proposals for special requests of this nature to the board. The board approved.
 - The committee will meet next to discuss the specifics of those guidelines and how proposals of this nature might be used to help bring foot traffic into known low traffic areas.
 - The committee will use the results of the resident survey to help pin point low traffic areas
- 5. Marina del Rey Artwalk
 - There is an opportunity to cross-promote with their first ever artwalk
- 6. LookBook
 - Jim provided an estimate for \$4,000
 - Mitzella received a quote from GotPrint.com for \$2,000
 - This idea will be tabled for a later artwalk

Fundraising

1. Food Truck Report (Jim)
 - The board will skip this section due to Jim's absence

Advertising/Social Media/Communications (Mitzella)

1. Marketing and PR Report
 - Mitzella proposes the following media buys for Fall 2016:
 - a. KPCC
 - b. Artscene (1 month ad back cover)
 - c. Performance Magazine (6 month ¼ ad)
 - d. Angeleno Magazine (1 month ¼ page ad)
 - e. Interiors California (3 month ¼ page ad)
 - f. LA Times
 - Total media buy for Fall 2016 would be \$10,680
 - The board approved
2. Confirmed Messaging for Post Card
 - Changes to the initial proof included: Decreasing the font size on OCT, add the times to same line and delete the hashtag (For print ads only. Hash tag will remain for web material)
3. Billboard Update
 - The Billboard is scheduled to be updated Monday June 14th.

BOARD MEMBERS

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

Data Management (Mitzella for Vaughn)

1. Website Changes
 - A BAA tab has been added to the website and the minutes and agenda have been added

I5 Gallery (Mitzella for Baha)

1. The Bravo Medical Magnet Show June 4th recap
 - The show was successful
2. The Docent Show is scheduled for Sat July 17th from 3-5pm
3. Artwalk Clean Up – Global Inheritance – TRASHed
 - Baha reached out to Global Inheritance –TRASHed about providing trash cans but hasn't heard back from them.
 - The board will move forward with it's original plans to use cardboard trash cans and create a volunteer clean up committee of Brewery residents.

Logistics (Kate)

1. Non-profit mailing status
 - A work in progress, gathering information from Jim
2. Signs
 - The board voted to approve \$1036 for the purchase of 5 new sunblade signs
3. Porta Potties
 - Jim Hill is procuring our usual order from A-Throne.
4. Reel Security
 - Kate will reach out to Reel Security.
5. Shuttles
 - A cost analysis has determined the cost is too high for the amount of attendees who used it.
 - Kate recommends disbanding the shuttle service and placing a higher emphasis on public transportation instead. The board agreed.

Community Outreach (Jonno)

1. VIP Show
 - Jonno speaking with organizations about partnering up
 - Mitzella proposes hiring a third party curator not connected with the Brewery to select 20-25 artists from resident submissions
 - An initial submission fee with a separate participation fee to those selected was discussed as a way to fund the event.
 - Emphasis will be placed on the event as a networking opportunity for participants rather than a money-making opportunity.
2. Mobile Museum (Mitzella)
 - This idea will be tabled for now
3. Lyft and LA Metro (Mitzella)
 - Per Kate's earlier recommendation, the board will reach out to Lyft and LA Metro for future partnerships

BOARD MEMBERS

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

Open Floor

Sarah and Dustin brought in a detailed proposal for overhauling the Artwalk website and transferring it to a WordPress format which, according to them, would be easier to maintain and edit as well as helping to solve some of the design problems inherent in the gallery section. With Vaughn not in attendance, it was decided they should wait until the July meeting to make the full presentation to the board.

Meeting Adjournment

Action Items

1. Submit for Made In Brewery (Mitzella)
2. Look at the artwalk guidelines in the new tenant packet (Kate)
3. Create a follow up survey for the VIP show (Mitzella)
4. To email the artwalk attendees survey results to Jonno and Kate (Mitzella)
5. To send a newsletter to the community with analysis on attendee vs resident surveys (Mitzella)
6. To create PR Best Practices and guidelines area on the website's BAA tab (Vaughn)
7. Create registration deadlines (Carl)
8. To confirm with Reel Security and request Anthony (Kate)
9. To scan map with problem areas and send to Dustin (Mitzella)
10. To reach out to the Marina Del Rey Artwalk contact (Mitzella)
11. To send LA Metro contact info to Annette (Mitzella)

Other Notes N/A

Next Meeting: Sunday July 10, 2016 6pm at the I5 Gallery 2100 North Main St. #A10 LA CA 90031

BOARD MEMBERS

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