



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, March 12, 2017

6:00 – 7:00PM

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

### Attendance

#### Board Members Present

Mitzella, Annette, Kate, Baha, Jen, James

### Agenda Items

#### Opening Remarks/Acceptance of Minutes

Jen motions to accept minutes from January and February, Mitzella seconds.

#### Treasurer's Report

1. Current balance is \$22,373.23
2. Mitzella moved \$17,828.27 from the Paypal account into the BOA account
3. Mitzella to follow up with Performance magazine on costs

#### Board Business

- Amazon Smile (Kate)
  - Looking into

#### Fundraising (Kate)

1. Food Trucks (Jim)
  - Hungry Nomad food truck has been delayed
  - The board approves Slamming Sliders
  - Jim to send approved logos ASAP in one email to Nicole, Carl, Vaughn, Mitzella and Jen

#### BOARD MEMBERS

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

**Advertising/Communications (Mitzella)**

1. Printing
  - Cambry is matching the print quote
  - Mitzella to share two versions of the back postcard design
  - Sponsor logos due to Nicole and Carl ASAP
2. Adjusted media buy
  - We are moving forward with Angeleno Magazine and omitting Interiors California and PR Web to save on costs. Purchasing ads in Art Scene, LA Times, LA Weekly. The total costs is \$7,830.00
  - Mitzella suggests spending on social media and mailings; board approves
3. Updated press release
  - Art Scene is requesting an updated press release; Mitzella to share with Jen

**Data Management (Vaughn)**

1. Website Issue Update
  - Vaughn to provide updates
2. Registration Updates
  - At the close of Tier one, over 100 artists have registered

**I5 Gallery**

1. Spring preview show
  - Baha to promote the show to list of registrants so far; Mitzella to share emails with Baha
2. Docents
  - Baha has recruited 5 docents so far

**Logistics (Kate)**

1. New UPS parking lot signage
  - Kate to follow up on UPS signs
  - Kate to follow up with Reel Security
2. Volunteers
  - Kate to reach out to volunteers for this artwalk

**Community Outreach/Social Media (Jen)**

1. Non profit mailing status
  - Jen has received the remaining documents for the mailing application and sending into the post office this week
2. New resident and mailroom flier
  - Jen to share a digital copy of the flier; to post in the mailroom and packets
  - Annette to provided updated logo to Jen for flier
3. Mailing list
  - Board must present their mailing list by next board meeting
4. Social Media Report
  - Jen to push for self promotions in the next weeks
  - Facebook event to be posted tomorrow
  - Jen recommends spending \$50 on promoted boosts on Facebook; the board approves
5. VIP Show
  - Need feedback on the curated bios

## BOARD MEMBERS

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

## Open Floor

## Meeting Adjournment

### Action Items:

1. Follow up with Performance magazine on update cost (Mitzella)
2. Look into Amazon Smile (Mitzella)
3. To approve Slamming Sliders food truck (Jim)
4. Send approved food truck logos (Jim)
5. Share two versions of back postcard design (Mitzella)
6. Share updated press release with Jen (Mitzella)
7. Updates on website update issue (Vaughn)
8. Updates on registrations (Vaughn)
9. Promote spring preview show (Baha)
10. Share registrants emails to Baha (Mitzella)
11. Follow up on UPS signs and Reels Security (Kate)
12. Reach out to volunteers (Kate)
13. To send non-profit mailing application into post office (Jen)
14. To share digital copy of mailroom flier (Jen)
15. Provide updated BAA logo to Jen (Annette)
16. To share mailing lists to board (Everyone)
17. To share contact info sheet with board (Annette)

### Other Notes N/A

**Next Meeting:** Sunday April 9, 2017 6pm at the I5 Gallery 2100 North Main St. #A10 LA CA 90031

#### BOARD MEMBERS

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