



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 May 8, 2016

6:00 – 7:30PM

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

Attendance:

Kate Hoffman, Dustin Knouse, Sarah Reyes, Joyce Aysta

Board Members Present:

Mitzella, Baha, Annette, Vaughn, Jim

Agenda Items:

Opening Remarks/Acceptance of Minutes

1. Mitzella recommends changing the format of the minutes and agendas for better reading and branding. Mitzella requests to add the other magazine ads and Joyce's resignation.

Treasurer's Report (Jim)

1. Current balance: \$16,332.97
2. Projected balance after payment of all outstanding invoices \$10,000

Board Business

1. Guidelines for special requests such as outside vendors, performers and outdoor installations
 - Mitzella requests a committee to put together the guidelines for submissions; Kate and Dustin volunteer to be a part of the committee
2. Fall 2016 Date
 - The board agrees on the weekend of October 22nd pending approval from UPS
3. Visitor survey results were discussed

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

Fundraising

1. Food Truck Report (Jim)
 - Food trucks brought in \$1,600; up from past years
 - Jim recommends using their services again

Advertising/Social Media/Communications (Mitzella)

1. Marketing and PR Report
2. Post card design - review proofs and decide on base design
 - The board selects Option 3 for its simple design with tweaks to be implemented
 - Nicole to resubmit option 3 with brighter options
3. Add Fall Artwalk date to the Performance Magazine June Ad
4. Maiden LA – August Event (call for ideas)
 - Mitzella recommends the BAA participates
 - Mitzella recommends posting a call for ideas

Data Management (Vaughn/Mitzella)

1. Website Changes
 - Vaughn added the BAA tab for minutes and agendas to be posted
 - Vaughn adding a calendar for all events
 - The next round of registration will remove everyone from the website and add residents as they register to ensure proper information on the website
 - Vaughn to follow up with Ren and programming for the website

I5 Gallery (Baha)

1. World Art Day/Botart Show Recap
 - The event was successful
2. The Bravo Medical Magnet Show June 4th
 - The next show is with the Senior Class of Bravo High School on June 4th
3. The Docent Show July
 - The date is July 13th

Logistics

1. Voting Results for open board position
 - The board votes for Kate Hoffman to join the board as the new Logistics Manager

Community Outreach (Jonno)

1. VIP Show
 - Mitzella reached out to Angeleno magazine to sponsor the event. They require a \$10K commitment.
 - Mitzella reached out to the Carlson's and the community space will be available for the show
 - Jonno will be gathering quotes for catering and music
 - Mitzella recommends filing for non-profit mailing status with the post office; Kate volunteers
2. Look Book
 - Mitzella proposes putting together a look book of Brewery artists to help raise funds and promote the VIP event.
 - Jim to follow up with printer in costs for printing the look book

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3. Mobile Museum

- Mitzella proposes inviting a mobile museum to participate in the next artwalk.
- A mobile museum would help fulfill the BAA's educational/ cultural mission and help bring more foot traffic into low traffic areas.
- Mitzella to reach out to cultural contacts to find a mobile Dia de los Muertos exhibit.

Open Floor

Baha proposes partnering with Global Inheritance – an organization that works with Coachella to bring in artistically painted trash and recycling bins.

Sarah Reyes recommends a strategic structure on the website to allow visitors better viewing and information gathering; Vaughn to follow up on viability.

Meeting Adjournment

Action Items

1. Send list of magazines with ads to Annette for minutes (Mitzella)
2. Follow up with KPCC bill (Mitzella)
3. Follow up with A Throne Security (Mitzella)
4. Follow up with LA Times bill and refund (Mitzella)
5. Reach out to UPS for approval of artwalk date and update billboard (Mitzella)
6. Residents survey (Mitzella)
7. Nicole to resubmit the postcard art (Mitzella)
8. Post a call for ideas to residents for MaidenLA (Mitzella)
9. Follow up with Ren and investigate website's builder; look into programming to finesse the registration process (Vaughn)
10. Send information on board retreat to Kate (Mitzella)
11. Sign up for non-profit mailing status (Kate)
12. Follow up with printer for lookbook (Jim)
13. Reach out to cultural mobile museum contacts (Mitzella)
14. Reach out to trash art bins from Coachella (Baha)

Other Notes

N/A

Next Meeting: Sunday June 12, 2016 6pm at the I5 Gallery 2100 North Main St. #A10 LA CA 90031

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