



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 September 18, 2016

6:00 – 7:00PM

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

Attendance

Dustin Knouse

Board Members Present

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

Agenda Items

Opening Remarks /Acceptance of Minutes

Mitzella needs to type up the August meeting minutes from phone recording. Will have this done by next meeting.

Treasurer's Report (Jim)

- Jim passed out expense report
- Mitzella transferred \$14,500 from PayPal

Board Business

1. Ashely Alizor VS Carlson Industries/Brewery Artwalk Association
 - Currently being handled by BAA insurance company and updates will be made as they become available
2. Emily Landers registration question
 - Emily sent an email through EventBrite asking if she can curate and sell a small vintage clothing collection at the Artwalk

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- BAA agrees to tell Emily no because it goes against the Artwalk guidelines of selling mass produced items and gives off a flea market appeal rather than an art appeal
3. Richard Wilks/double registration
 - Richard registered on August 21st
 - Mitzella will look into where the error happened and make sure to refund money back to Richard
 4. Lyft, Uber, and LA Metro Coordination
 - Mitzella will reach out to Annette to see if she's interested in taking this on
 5. Certificates of Insurance
 - We will have this about 2 weeks prior to Artwalk
 - Make sure we send this to Kristen Carlson and UPS

Fundraising

1. Food Truck Report (Jim)
 - Everything is set and confirmed
 - Saturday's lineup: Me So Hungry, Urban Oven, Jogasaki, Mandoline Grill, Hungry Nomad, Mangia (doing vegetarian Mexican)
 - Sunday's lineup: Hang 10 Tacos, Greenz on Wheelz, India Jones, Hungry Nomad, Kabob Kings, Fries N More (doing vegetarian)

Advertising/Social Media/Communications (Mitzella)

1. Marketing and PR Report
 - Mitzella has KPCC going. They sent BAA a new contract. It was a little more than we usually pay (about \$300 more) but they also bumped up what we were getting so we'll be moving forward with this new contract
2. Postcards/Printing
 - Postcards are at the printer
 - BAA proofed postcards
 - Should have these within the next week
 - Mitzella will follow up with Cambry on when this will be ready to be picked up

Data Management (Vaughn)

1. Website Report
 - Vaughn went through this list of registered artists and this is up to date
 - Have a few new submissions to upload
 - Dustin & Sarah have all the content that is currently on the Brewery site placed into the new WordPress site. Next step is for Sarah to start redesigning the layout
 - \$1,717 is the total we spent on EventBrite for the past year
 - Look into switching to an open source that works with WordPress so we can cut out the EventBrite expense
2. Registration
 - 89 registrations as of today which is about where we normally are for Fall Artwalk

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I5 Gallery (Mitzella for Baha)

1. Call for Clean Up Volunteers
 - Baha is still looking for docents and volunteers for Artwalk
 - Purchase new trash bins soon, Baha sent link for this

Logistics (Kate)

1. Non-profit mailing status
 - Table this for after Artwalk
2. Artwalk Guidelines in Carlson Industries Packet
 - Need to update some of the information on this
 - Kate marked up suggestions and BAA will be reviewing
3. Mailroom Flyer
 - Need to update some of the information on this
 - Kate marked up suggestions and BAA will be reviewing
4. Signs – Review Artwork
 - Email mishap, Mitzella will be emailing Nicole again
5. Art Cops
 - Baha gave Kate the information for this
 - Kate will be calling them tomorrow
6. Call for sign placement volunteers
 - Mitzella has a map for this and will go over this with Kate
 - Kate will make a post on Brewery Happenings

Community Outreach (Mitzella for Jonno)

1. Meet and Greet
 - Would make this the first meeting after Artwalk instead of having a board retreat
 - BAA likes this idea and will be working out the details of this next meeting

Open Floor

No comments

Meeting Adjournment

Action Items

1. Tell Emily Landers that board will not be moving forward with her proposal (Mitzella)
2. Refund money back to Richard Wilks (Mitzella)
3. Reach out to Annette about taking on Lyft/Uber/LA Metro Coordination (Mitzella)
4. Follow up with Cambry on when postcards are ready to be picked up (Mitzella)
5. Upload new submissions to Brewery website (Vaughn)

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6. Continue looking for docents/volunteers (Baha)
7. Purchase new trash bins (Baha)
7. Update information on Artwalk Guidelines in Carlson Industries Packet (Kate)
8. Update information on mailroom flyer (Kate)
9. Email Nicole about sign artwork (Mitzella)
10. Call Art Cops (Kate)
11. Review sign placement (Mitzella and Kate)
12. Make a Brewery Happenings post looking for sign volunteers (Kate)

Other Notes N/A

Next Meeting: Sunday October 9, 2016 6pm at the I5 Gallery 2100 North Main St. #A10 LA CA 90031

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