



where  
*art*  
lives

## **BREWERY ARTWALK ASSOCIATION**

2100 North Main Street #A10

Los Angeles, CA 90031

[www.breweryartwalk.com](http://www.breweryartwalk.com)

### **EXECUTIVE BOARD**

MITZELLA, President; KATE HOFFMAN, Treasurer; VERONICA SCUPINE, Secretary

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](mailto:board@breweryartwalk.com). Unless otherwise announced, The Brewery Artwalk Association normally holds regular meetings on the second Sunday of every month at the I5 Gallery 2100 N. Main St. #A10 LA CA 90031 at 6 pm. Please note, this is a living document. Agenda items may change without notice. Final agenda will be available to the public at the corresponding meeting.

### **MINUTES**

**Sunday, January 9, 2022**

**7:00 – 8:00PM**

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

**Via Zoom**

#### **Opening Remarks & Acceptance of Minutes**

#### **Treasurer's Report (Kate)**

##### **1. Review of books**

- Balance \$2564.64
- Application submitted for Facebook payments (Fundraising)
- Last years directors liability coverage payment was \$1875. We have yet to receive a quote for this year.

#### **Board Business**

##### **1. Omicron & Spring 2022 Artwalk**

##### **a. Discuss the possibility of a hybrid event**

- Space for outdoor tent set up for individuals who wish to participate in Artwalk but do not feel comfortable opening up their loft to the public.
- This would be a special case due to covid and not a permanent option for future Artwalks
- The board heard back from Kristen and that she suggested the lot across main street as our best option if we decide to do a hybrid event.
- The board is purchasing less media coverage for this Artwalk. It is speculated crowds could be smaller because of this.
- The board is still playing by ear based on the changing nature of Omicron.

### **BOARD MEMBERS**

MITZELLA, President; KATE HOFFMAN, Treasurer; VERONICA SCUPINE, Secretary; BAHA DANESH, Gallery Director; CHLOE ALLRED Social Media Director; VAUGHN HANNON, Data Management Officer; DUSTIN KNOUSE, Logistics Officer

- b. Discuss the possibility of moving the event to a later date
  - The board agreed to cautiously move forward with the Spring Artwalk date but remain as flexible as possible if things need to change.
  - LA Artshow is continuing with their date commitment for this month. As a large scale indoor art event, the board will look towards this organization for guidance.

#### 1. Go Fund Me update

- Total is now \$10,057. Donations are trickling in steadily.

#### 2. Facebook Fundraising setup

- A birthday fundraiser from a resident of the Brewery has raised \$1260 to be donated directly to the Brewery Artwalk and not through Go Fund Me

#### 3. Sponsorships

##### a. Farm Fresh

- Last meeting, the board agreed to become partners. As a reminder, we would receive 10% of purchases made from their company.

##### b. Helpful Honda

- Mitzella reached Helpful Honda. They have a website and regularly participate in community events. She suggested reaching out to them with some ideas for Artwalk.

### **Logistics (Dustin)**

#### 1. UPS

- Nothing to report

#### 2. Porta Potties

- Nothing to report

### **Advertising/ Graphic Design (Mitzella)**

#### 1. Billboard Refresh Update

- Mitzella discussed the refresh design with Kate from Stronghold. An original design appeared too top-heavy and included text that was difficult to read from a distance.

#### 2. Discuss Graphic Design for Spring 22

- Mitzella did reach out to Ron to ask if he would be willing to work on the design despite having less budget to use as payment. He expressed genuine interest in creating the 40th-anniversary design.

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## **Social Media (Baha)**

### **1. Social media sponsorships.**

- Baha suggested coordinating with craft supplies chains to have an exchange of promotion via social media. Some examples could be Michaels, Blick, Nova Paints, etc.

### **2. Chloe Allred: Welcome and Onboarding**

- New social media director Chloe.
- Chloe will coordinate with Mitzella and Baha about future goals for social media and exchange login info.

## **I5 Gallery (Baha)**

### **1. Gallery Report**

- Suggested February as time for cleaning. Advertising for the preview show beginning soon.

## **Data Management (Vaughn)**

### **1. Data Management Report**

- Welcome Page
  - Great draft finished for the new welcome page.
  - When this is completed, the Welcome Page link will then be given to the Brewery office with a request to share with all residents.
- Eventbrite Registration
  - The text needs to be edited to include covid specific language. Pricing and dates have been adjusted from the last meeting's discussion.
  - When this is completed, the Eventbrite link will be added to the Welcome Page on the website
  - Mitzella suggested working with Vaughn later this week to make the website layout live and Eventbrite finished before the next meeting in February
- Website Issues
  - Fresh WordPress install to eliminate old issues that were causing the website technical problems. Relaunching website by the end of the day.

## **Communications (Kate)**

### **1. Communications Report**

- Nothing to report.

## **Open Floor**

## **Meeting Adjournment**

### **Next meeting:**

**Sun Feb 13th 2021 6:00 – 7:00PM in the I5 Gallery**

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