



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, Feb 13, 2022**

**7:00 – 8:00PM**

**Via Zoom**

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

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

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

1. Review of books

\$16,452.72 in the bank

#### **Board Business**

1. Spring 2022 Announcement

- An announcement for Spring Art Walk should happen soon. Chloe should post Monday, Feb 14, on our platforms of social media announcing confirmation and date.
- Confirmed Art Walk dates: April 9th - 10th from 11:00 am - 6:00 pm.

2. Billboard Update

- Billboard design has been adjusted from meetings between Mitzella and Stronghold

#### **Fundraising (Kate)**

1. Farm Fresh Promotion

- Arrangements have been made for Farm Fresh to have us as beneficiaries through purchases made through their services. More details on Farm Fresh have been mentioned in previous meetings.

### **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

## **Logistics (Dustin)**

- a. UPS
  - Confirmed use of UPS parking lot with proof of a certificate of insurance (which we have).
- b. Porta-Potties
  - Multiple businesses have been contacted, 5 have answered. The lowest quote we were given is \$1750.
- c. Reel Security
  - Reel Security representatives are being difficult to reach.
- d. Crossing Guards
  - The board is looking into having crossing guards for those who attempt to cross Main St. during artwalk.

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

1. Ron
  - The media buy this year: Basic print ads in newspapers such as LA Weekly.
  - Mitzella proposed to do radio ads for 5,000 which the board approved of.
  - Mitzella is going to ask Ron if we could see a sample with these cartoon-like designs she has seen on his social media.

## **Social Media (Chloe)**

1. Social Media Report
  - Chloe has been becoming familiar with the process, getting to know more individuals, and preparing announcements to be made about the upcoming Artwalk in the Spring.
  - 40th Anniversary of the Brewery Artist Colony! This should be celebrated more on social media.

## **I5 Gallery (Baha)**

1. Gallery Report
  - The next step would be promoting the i-5 gallery show after the announcement of Artwalk. Aiming to have the community preview show by March 5/6th.
2. Preview show details
  - Community residents preview show is scheduled a month before Artwalk and is open for 3-4 hours on Sunday.
  - All residents welcome despite registration status for the Spring Artwalk
3. Docents
  - No docent/ volunteer outreach thus far.
  - Baha would like to begin reaching out to the roster the board has on file about volunteers.
  - Any college that would be willing to connect to us, this is a good opportunity for community service hours, it is also possible to coordinate this to be considered for college credit.

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## **Data Management (Vaughn)**

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

#### **a. Resident Web-page**

- The resident dashboard is in progress. We still need to add description on how new listings are conducted and gather new images to replace the ones that may be more generic.

#### **b. Website Gallery**

We opened the website to all residents, but only four residents responded

#### **c. Images**

- There is now a communal drive for the board to share images to be used on the website.

## **Communications (Kate)**

### **1. Communications Report**

- More emails are trickling in about upcoming Artwalk questions. Kate has been responding to emails diligently with answers to their questions.

### **2. Resident Awareness**

- The board discussed creating a flyer to reach the new residents who have moved in since the pause of the Artwalk.
- The board suggested posting on the boards around campus and slipping under doors.

## **Open Floor**

## **Meeting Adjournment**

### **Next meeting:**

**Sun March 13th, 2021 6:00 – 7:00 PM in the i5 Gallery**

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