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BREWERY ARTWALK ASSOCIATION

621 S. Avenue 21
Los Angeles, CA 90031
www.breweryartwalk.com

MINUTES

Nov 12, 2023

6:00 – 7:00 PM

The I5 Gallery

621 S. Avenue 21, LA CA 90031

Attendance: Mitzella (President), Kate Hoffman (Treasurer), Baha Danesh (Gallery Director), Nicola Katsikis (Secretary), Eric Oxford (Logistics), Brie Wakeland (Social Media)

Residents: Magda Aufred, Lauren Raquel, Ricki Niehaus

Opening Remarks & Acceptance of Minutes

- Minutes will be approved online

Board Business

- Artwalk dates selected as April 6th & 7th, 2024 (these have now been changed to March 23rd & 24th)
- The Board received a complaint from an Artwalk attendee regarding a confrontation with an artist/artist studio. A tenant who witnessed this confrontation also submitted a complaint to the office. The Board will talk to this person and issue a verbal warning
- Also received information regarding a tenant complaint about another tenant fighting with them. Another tenant also witnessed and recorded this incident. The board decided it will let the office handle this issue since it was outside of artwalk hours.

Treasurer's Report (Kate)

- Artwalk income approximately- \$29,148.96
- Current total Artwalk expenses- \$29,839.25. We are still waiting for invoice from KPCC which is approximately \$5,500.00
- I-5 Gallery build out total \$4,46- still need light fixtures and repair the floor
- Current bank balance- \$26,017.52
- Kate contacted the map printer to get a partial refund on the overpriced/printed on the wrong paper order. Will not be using them again.

BOARD MEMBERS

MITZELLA, President; KATE HOFFMAN, Treasurer; NICOLA KATSIKIS, Secretary; BAHA DANESH, Gallery Director; (OPEN) Social Media Director; VAUGHN HANNON, Data Management Officer; ERIC OXFORD, Logistics Officer



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Fundraising (Kate)

- Food truck total income- \$3,692.83
- Have a space in the I-5 gallery for Brewery Artwalk merchandise
- Lauren R suggested a potential collaboration with Barbara's of a custom beer can or wine bottle for Artwalk that will generate funds for the BAA for future artwalks.

Logistics (Eric)

- UPS gate was locked Saturday AM- Eric was given verbal permission to cut the lock and the new contact is now aware that someone needs to open the gate in the future during artwalk
- Spring artwalk dates have been approved by UPS & Brewery office
- Porta Potties- brought an extra porta potty by accident and we weren't charged
- Reel Security went smoothly for this artwalk. They have confirmed for the new artwalk dates
- Eric is recommending a sign for Moulton Avenue to direct parking to the UPS lot for future artwalks
- Volunteer sign pick up and drop off went ok- Eric will change sign pick up to right after artwalk next time instead of the next day
- Eric is recommending signage for Barbara's Gallery/ Break Room Gallery moving forward

Advertising/ Graphic Design (Mitzella)

- Total advertising for Artwalk is \$8933.50
- We purchased spots on KPCC (our sponsor) at a discounted rate- 30 second spots for 2 weeks running (approx 35 spots)
- Also had banner ads running on LAist website
- We also purchased print & digital ads on Culture Monster, LA Times, LA Weekly, Pasadena Weekly, The Outlook, Facebook
- Bringing back poster contest- Vaughn has already added a plug in on our website so we can start experimenting with poster image uploads
- We will announce poster contest soon
- Mitzella recommends we print additional signage that can be put into Atrium parking lot that will direct people to food trucks and the I-5 Gallery

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Social Media (Brie)

- Brie wants to know how often should we post stories/regular posts?
- Have artists use #breweryartist so Brie can easily find Brewery artists to repost
- Create posts for Giving Tuesday
- Ask residents if they do charity work, if so what kind of charity work for us to use in our online campaign to fundraise
- Brie is creating Brewery History posts

I5 Gallery (Baha)

- 15 pieces sold at the "Painted Dot" show-
- Baha recommended next show we need to have a minimum price point
- Replace light bulbs in the I-5 Gallery before the next Artwalk
- Floor needs to be refinished, Baha will provide quotes for a resin floor finish
- Baha would like to have one more show between now & Artwalk
- Looking to have quarterly shows in the I-5 Gallery, 2 for Artwalk and 2 others
- Continue with future I-5 artwalk shows be open to all Brewery residents, not just who is registered for Artwalk
- The board discussed the possibility of adding themes/concepts for future shows

Data Management (Vaughn)

- Vaughn is currently testing plug-ins for the poster contest on our website
- The BAA website received 2500 unique hits before, during and directly after artwalk

Communications (Kate)

- Nothing new to report

Open Floor

Meeting Adjournment

Next meeting: Sun Dec 10th 2023 6:00 – 7:00 PM in the i5 Gallery or via zoom

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