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BREWERY ARTWALK ASSOCIATION

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

MINUTES

Sep 10, 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)

Opening Remarks & Acceptance of Minutes

- Minutes will be accepted online

Board Business

- Nothing new to report

Treasurer's Report (Kate)

1. Bank account balance- \$21,886.74
2. Pending Paypal Artwalk registrations- \$4089.44
3. New balance will be \$25,976.18
4. Build out/ storage area for the new I-5 gallery space- budget was \$3445.69 (\$1350- labor & \$2095.69 supplies)

Fundraising (Kate)

1. Signed contracts already with 4 of the 5 food trucks (still waiting to hear back from Phillyfornia, if he doesn't respond by end of week Kate will find a replacement)
2. Confirmed trucks: Creamy Boys Ice Cream, Rice Balls of Fire, Westside Bahn Mi, Tropic Truck
3. Farm Fresh has raised \$300.00 thus far in 3rd month of the 6 months
4. Brie will be more proactive about promoting Farm Fresh on social media

BOARD MEMBERS

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



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Logistics (Eric)

1. Send Certificates of insurance to UPS few weeks prior
2. Follow up on "FE(Final Executive) Agreement with Reel Security
3. Reel Security confirmed for Artwalk: 6 guards & 1 Supervisor- confirm one guard will be in the UPS lot
4. Agreement has been signed with the A+ Portable Services- (10 porta potties, no hand wash stations/ sanitizer stands instead + refills)
5. Volunteer list updated with everyone's information

Advertising/ Graphic Design (Mitzella)

1. Postcard- C2 design has been finalized
2. Ron will make the postcards, social media assets, and print advertisements based on the final design
3. Everyone should throw out all old Artwalk maps
4. Mitzezza will put together media buy for Artwalk- KPCC
5. Wave newspaper trying to do another POC artist interview

Social Media (Brie)

1. New Social Media director- Brie Wakeland- needs Instagram & Facebook access
2. Start with minimum 1 post a week until closer to Artwalk, then 1 a day
3. Post new designs on social media and invite artists to share
4. Request artists send their artwork and a bio to share on BAW social media
5. Create posts of our sponsors (UPS, Carlson Industries, food trucks, etc)

I5 Gallery (Baha)

1. Gallery still needs organizing, moving bigger items to storage area
2. Gallery build out almost done
3. Lighting- need to order the same type of fluorescent bulbs before show
4. Exterior painting to be done before Artwalk- reach out to Carlsons about having painters to fill cracks and paint for approximately 600.00 + supplies
5. Richard Ankrom potentially creating a sign outside above door
6. Need to order a reception table, Baha sharing suggestions on Slack

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7. Wooden columns are splintering, find something to cover them
8. Dot Show- Oct. 8th, all art needs to be dropped off Oct. 3rd with consignment forms filled out before drop of
9. Planning “mixer” for artists to meet during Dot Show
10. 32 artists have picked up Dot panels thus far

Data Management (Vaughn)

1. 15 artwalk registrants thus far
2. Created spreadsheet to export registrant info
3. Code for board members to participate in Artwalk coming soon

Communications (Kate)

- Nothing new to report

Open Floor

Meeting Adjournment

Action Items:

- Find out any Covid precautions required for Artwalk by the Carlsons

Next meeting:

Sun Oct 8th 22 6:00 – 7:00 PM in the i5 Gallery

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