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BREWERY ARTWALK ASSOCIATION

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

MINUTES

Oct 8, 2023

6:00 – 7:00 PM

The I5 Gallery @ 621 S. Avenue 21, LA CA 90031

In attendance: Mitzella (President), Kate Hoffman (Treasurer), Baha Danesh (Gallery Director), Nicola Katsikis (Secretary), Eric Oxford (Logistics)

Opening Remarks & Acceptance of Minutes

- Minutes will be approved online

Board Business

Treasurer's Report (Kate)

- Taxes have been filed- \$550.00 total cost for tax preparer
- Current bank balance is \$36,937.36
- Square account is set up for sales transactions during Painted Dot show and artwalk

Fundraising (Kate)

- Sold 7 Dot pieces during show (Baha will provide total later)
- Do we need to collect W-9's from artists for payment of Dots
- 5 food trucks confirmed for Artwalk (one still needs to email COI)- confirmed thus far:
Creamy Boys Ice Cream, Rice Balls of Fire, Westside Bahn Mi, Tropic Truck

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)

- Eric received responses from some volunteers and will send another email reminder for additional volunteer help
- Eric will post on Facebook for additional volunteers from within the community
- Eric will send out email to artists for sign volunteers
- Kate will help Eric post AW signs and banners around campus
- Eric will send a reminder email with certificates of insurance to UPS tomorrow
- At the beginning of AW week Eric will reach out to porta potty and security people
- Kate will email about hand sanitizer for hand sanitizer stations
- Zach will post individual artist door signs the day before AW

Advertising/ Graphic Design (Mitzella)

- App has been updated with the new AW designs, dates, and tour stops
- Maps will be completed this week- need to add I-5 Gallery to the map
- Sponsor shout out emails and social media posts will be sent out this week
- Artwalk Media buys total- \$9619.00 and are as follows:
 - a. Radio- LAist/KPCC- 2 weeks of 30 second spots- \$5000-
 - b. Print: Outlook- ½ page ad in Oct 5th issue- \$714-
 - c. Print: LA Times/ CULture Monster- \$780-
 - d. Print: Pasadena Weekly- ¼ page ad in 10/12 issue- \$330-
 - e. Print: LA Weekly- 4.4792x4.6896 ad in Oct 19th issue- \$600-
 - f. Digital: LA Times/ CULture Monster- \$600-
 - g. Digital: Pasadena Weekly- 1 dedicated email blast (20k subscribers)- \$795-
 - h. Digital: LA Weekly- 2 weeks listing in “Things to Do in LA” email blasts on Oct 5th & Oct 12th- \$400-
 - i. Digital: Facebook- \$400-
 - j. Digital: LAist/KPCC- banner ads- included in radio ad purchase
 - k.

Social Media (Brie)

- Nothing new to report

I5 Gallery (Baha)

- First show in the new gallery space was successful
- Need to order a first aid kit & fire extinguisher

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- We now have 16 total docents for AW
- Ask volunteers for their Zelle information for quick payment after AW
- We need to try to switch out some of the fluorescent lights with the new ones purchased before AW

Data Management (Vaughn)

- We currently have 77 registrants

Communications (Kate)

- Kate will send postcard image out to artists
- Kate will send out another registration reminder email

Open Floor

Meeting Adjournment

Next meeting:

Sun Nov 12th 22 6:00 – 7:00 PM in the i5 Gallery

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