



BREWERY ARTWALK ASSOCIATION

2100 North Main Street #A10
Los Angeles, CA 90031
www.breweryartwalk.com

EXECUTIVE BOARD

MITZELLA, President; JAMES PAYNE, 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.

Unless otherwise announced, The Brewery Artwalk Association normally holds regular meetings the second Sunday of every month at the I5 Gallery 2100 N. Main St. #A10 LA CA 90031 at 6pm.

MINUTES

SUNDAY March 14, 2021

6:00 – 7:40PM

Via Zoom Conference

Attendance

Board: Mitzella, James Payne, Veronica Scupine, Kate Hoffman, Vaughn Hannon, Baha Danesh

Visitors: N/A

Opening Remarks /Acceptance of Minutes

1. Mitzella greeted the board members and mentioned the lengthy agenda for today's meeting

Treasurer's Report (Jim and Kate)

1. Current balance of account: \$7,014.78
2. Outstanding balance for Board Liability Coverage (\$1875) and DWP (\$26). Costs covered by account balance.
3. Jim will look into placing Kate (newly appointed treasurer) and Veronica (newly appointed secretary) added to account. (Update requested by March 20th)
4. Jim and Kate will go over onboarding new Treasurer outside of board meeting
 - Jim will provide spreadsheet of financial records, transfer access to account, and go over Bill Pay
5. Kate will check into the Shuttered Venue Grant (update by March 20th)
6. Kate will coordinate with everyone to collect money for a gift card for Dustin and Sarah

BOARD MEMBERS

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

Board Business

1. Spring 2021 Video Docu-Series

- Goals:
 - To showcase Brewery Artists and their artwork
 - To build back consistent engagement/ awareness with the public for the next 6 months leading up to the Fall 2021 Artwalk
 - To provide a monthly source of income for the BAA to be used for day to day operational expenses and upfront costs for the Fall 21 event.
- Format:
 - Treated as a docu-series. The group expressed interest in creating a respectful and informative production
 - Showing artists space with isolated interviews for clear, well thought out explanations of their background
 - Suggested for viewer subscription: a through-line or narrative that ties series together
- Cost & Pricing:
 - Undetermined firm price but the group agreed on half of the cost of participation should pay efforts of the crew and half should go into BAA account to be used in maintenance costs
 - Pricing was discussed to be somewhere between \$300-500, similar pricing as gallery registration
- Baha will reach out to potential interested participant about coordinating pilot episode to better exemplify doc-series vision to the greater Brewery community
 - Baha will curate a list of possible art experts (curators, collectors, gallery owners, etc.) who might be interested in sponsoring production (Update requested by the 20th)
- Mitzella will get quotes from editors for working on a 15 minute video (Update requested by March 20th)

2. Fall 2021 Artwalk (Virtual versus in person)

- Baha will keep an eye on what's happening with the LA Art Show and report back any useful information that will help us plan for our fall event (ongoing)
- The group decided a good first step would be to reach out to Kristin about hosting in person event
- Next course of action would then be to send out survey (via survey monkey) to residents and newsletter subscribers to gain insight as to what they are comfortable with participating in

Logistics (Dustin - absent)

FÈ Porta-potty companies have changed ownership, price might have fluctuated

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Advertising (Mitzella)

1. Performance magazine reached out to see if we would be interested in participating

Social Media (Sarah)

1. The group discussed the possibility of Social Media becoming a full board position
2. Reach out to Sarah to see if the Social Media position is of interest to her

i5 Gallery (Baha)

1. Baha will organize the mail and assorted papers left behind
2. The group discussed the possibility of making gallery more accessible to artists to rent out for gallery shows
 - Vaughn asked to create a tab for the rental on the website

Data Management (Vaughn)

1. Veronica has her email set up, Slack channel link resent
2. Brewery Art Walk website now features the names of new board members and their newly appointed positions under the BAA tab

Communications (Kate and Veronica)

1. Nothing to report, no communication through the information line

Meeting Adjournment

Action Items:

- Survey questions and completed survey for residents
- Survey for visitors/ newsletter subscribers
- Mitzella and Veronica will touch base on Slack this week regarding putting together minutes from March meeting (minutes due Monday March 22nd)
- Executive board will meet by the end of the week to discuss survey and newsletter
- Mitzella will get role description, bylaws, examples of documents and other information pertaining to the secretary role to Veronica by March 16th
- Vaughn will create a webpage for the i5 gallery (update requested by April meeting)

Next Meeting: Sunday April 11 at 6pm via Zoom (video conferencing app)

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