



where
art
lives

BREWERY ARTWALK ASSOCIATION

2100 North Main Street #A10

Los Angeles, CA 90031

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. 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. 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

Sun June 13, 2021

6:00 – 7:45PM

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

Additional meeting attendees: Ada Pullini Brown, Jill Sykes, Kevin Break

Opening Remarks & Acceptance of Minutes

Treasurer's Report (Kate)

1. Review of books
 - a. Current balance \$4794.82
2. SBA Loan Update
 - a. Further investigation by Mitzella and Kate. The loan is forgivable, but further inquiry is needed to know whether we can apply for additional funds. Mitzella will follow up.

Fundraising

1. Grant Update
 - a. We are waiting for a Certificate of Status from the Sec. of State's office, as re-quested by Lendistry (overseeing the disbursements). Grant would be up to \$5,000 if awarded.
2. Discuss Ideas for Fundraising
 - a. Dustin volunteered to help with the creating our story about why we need funding
 - b. Updating the website: Adding a donation button with our mission statement
3. Food Trucks
 - a. Trying finding a new source of food truck organizer

BOARD MEMBERS

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KRISTINE Social Media Director; BAHA DANESH, Gallery Director; VAUGHN HANNON, Data
Management Officer; DUSTIN KNOUSE, Logistics Officer

Board Business

1. Review of Survey Results for Town Hall
 - a. Residents are split on whether to hold a Fall Artwalk. As of our meeting, we received only 9 responses: 4 in favor, 3 against, and 2 who did not address the question
2. Set Town Hall Date/Time and Format
 - a. Zoom meeting. Webinar style.
 - b. 9-10 am. Tentative date of June 26th (Saturday)

Logistics (Dustin)

1. Porta Potty Quotes
 - a. Previous company was bought out and rates are now 4 times the previous price
 - b. Cheapest quote, Natural Construction for \$2020 w/o sinks
2. Reel Security
 - a. Unable to get a hold of anyone. If still can't reach contact by Tuesday, will move on to another service
3. UPS Parking Lot
 - a. They would want us to provide security to be able to use the lot. Approval remains unknown at this point.

Advertising/ Graphic Design (Mitzella)

1. Graphic Design
 - a. Nicole Horton may be interested in doing graphics for us this fall. Kate will inquire.
 - b. Reach out to Ron and Tim for graphic design if Nicole is busy
2. Media Buys
 - a. We are exploring ways to budget less toward our overall media buy for our next event.

Social Media (Kristine)

1. Social Media Report
 - a. Nothing to report

I5 Gallery (Mitzella for Baha)

1. Gallery Report
 - a. Nothing to report

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Data Management (Vaughn)

1. Website
 - a. Donation Button
 - i. Vaughn will add link on the mission statement page

Communications (Kate & Veronica)

1. Communications Report
 - a. Veronica has been given access to Constant Contact and will meet with Kate to start learning how we use the program. Veronica has started shadowing Kate on the info@breweryartwalk email address as a precursor to assuming those duties
 - b. The info line received three emails in response to the Message From The President Newsletter that was sent out earlier in the week, all of a positive in nature

Action Items:

- Ask Baha to speak with Zach about his availability for art cop
- Kristine is going to give information for a new PR platform: Cision
- Kate and Mitzella to follow up with SBA Loan Documentation
- Dustin will work on "Our Story" for a fundraising campaign
- Kate will investigate our options for a new food truck organizer
- Kate will send out an invite for the Town Hall meeting
- Dustin will continue to follow up with UPS
- Dustin will continue to follow up with Reel Security
- Kate will reach out to Nicole about graphic design
- Vaughn will move the donate button to the mission statement page
- Veronica will make corrections to the May minutes per board feedback

Open Floor

Additional meeting attendees: Ada Pullini Brown, Jill Sykes, Kevin Break

Jill: Expressed concern for attendance of upcoming artwalk.

Ada: Suggests waiting until the Spring to open up for artwalk to ensure the support of the community.

Kevin concurred with the statements made by Jill and Ada.

Meeting Adjournment

Next meeting:

Sun July 11th 2021 6:00 – 7:00PM in the I5 Gallery

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