



where
lives *art*

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 July 11, 2021

6:00 – 8:00PM

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

Additional attendees: Katherine Mullen, Chris Ronk, Greg Orloff, Lauren Raquel, Lisa-Marie Powell, Nicole Ranalli, Billy Patchen, Andy Cox, Shyla Lefner, Dave Lefner, Rikki Niehaus, Shawn Groenwood

Opening Remarks & Acceptance of Minutes

Please note that June minutes were accepted earlier outside of the meeting.

Treasurer's Report

1. Review of books

Bank balance of \$4579.88

Fundraising

1. Grant Update

- Kate is still waiting to hear back from the grant. Kate has been sending multiple emails with no response despite having sent every document requested. If the grant was received, it would be up to \$5,000 for the BAA.

2. Sponsorship Ideas

- Mitzella suggested partnering with local Private Clubs and Organizations. Places where members might have expendable income. This would be ideal to not have to always bring people onto campus for fundraisers.

- Kristine suggested doing an online silent auction to reach a wider audience.

- Kristine suggested reaching out to museums/ galleries for sponsorships

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-Kate suggested reaching out to large local corporations such as East West Bank who are current supporters of GALA, an art collective.

Kate would like to have a fundraising ask amount before reaching out to companies. She suggested revisiting this sponsorship idea once the fundraising campaign is up and running.

Board Business

1. Spring Fundraising Campaign

- Kate suggests a transparent approach about finances through a newsletter sent to the Brewery community.

- The board will ask for people to contribute self-made videos of their "Artwalk Stories." A signed consent form will be required to use the videos. Video submissions should have a file name that includes the resident's name and address. These videos will be combined to create a compelling trailer which will become the centerpiece of the BAA's fundraising effort. We want to tell the story of the Brewery, the artists that live here and the artists that participate in Artwalk.

2. Fall 2021 Outlook

- By the end of this month the board will decide whether or not to host a Fall Artwalk.

- Per the feedback the board has received from surveys and open floor, the community seems evenly split between those who want to open in the fall and those who want to wait.

- Kristine mentioned the Spring 2022 Artwalk would be the 40th anniversary of the Brewery Art Complex.

Logistics

3. Reel Security

- Have not heard back from Reel Security although this is not unusual for them.

4. UPS Parking Lot

- Dustin is waiting until the date announcement for Artwalk before pushing permission to use the lot any further

- Mitzella suggested staying in contact with UPS representatives (every three weeks) so as to not allow the issue to fall off their radar.

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Advertising/ Graphic Design

1. Graphic Design

- Some residents and a board member raised the question as to why the BAA bylaws require the board to hire graphic designers who are not brewery residents instead of requesting volunteers from the community to do the work. It was pointed out that as an artist colony, there are graphic designers at the Brewery who can do this and it could save the board money.
- Board members discussed the pros and cons of using community volunteers instead of hiring a professional graphic designer from outside the community.
- Pros included:
 - saving money, spotlighting resident work and using artists who are familiar with the community
- Cons included:

Not everyone is a graphic designer. While this is an artist colony, graphic design is a specific skill that requires someone who is trained and knowledgeable in that area. The main function of the graphic designer is to create advertising and marketing material for print, digital and social. This is a large and time-consuming job requiring a design that can be reformatted for use in multiple sizes, platforms and technical specifications and a designer who is familiar with developing and delivering those assets on time.

More than just an image is required. Many of the assets require a lot of text layout such as the back of the post card and the maps. This is a specific skill that is best suited to a professional graphic designer.

Large scope of work While we have graphic designers at the Brewery the scope of work required for this job would likely be more than most people would have the time or inclination to volunteer for.

Risk of favoritism. Likewise, while we have many talented artists at the brewery, graphic design is a specific skill that not all residents possess. The likely hood would be that only a few artist would have the skill and and the willingness to volunteer their time which would inevitably create a perception of favoritism

In the end, it was determined that the \$1400 that the board typically pays for graphic design services is worth the expense to ensure the work is done correctly and on time.

It was also noted that the Poster Contest that was conducted for the cancelled spring 2020 artwalk was created in part to give all resident artist a chance to have their work spotlighted for the BAA during artwalk without the need for specific design skills or countless hours of volunteer work.

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Social Media

1. Social Media Report

- Kristine has scheduled posts all the way until October

Kristine encouraged Brewery residents to make their posts public and use the hashtag @breweryartwalk so she can find them and share on the Brewery Artwalk social media page.

2. New Facebook Group

The new Facebook group, Brewery Artwalk Information Exchange, was a successful integration into the community. People are engaging with the page and asking questions. After initial flurry on its opening, posts and engagement have died down.

Kristine asked that the community to be patient with responses.

The purpose of the Facebook Group is to allow for dialogue with the board. This is a channel for connection and for the voices of the residents to be heard publicly without the need to sit through meetings to get to the open floor.

Kristine reminded guests they should be sure to add the social media email (socialmedia@breweryartwalk.com) to your email list to keep the board up to date on events and shows one might be having.

I5 Gallery

1. The AC in the gallery needs to be repaired.

Data Management

1. Website Updates

- Upgraded the plugin that was causing issues.
- Upgraded the Wordpress theme to the latest version.
- There is one more issue to fix on the backend, the updated theme comes with a newpage builder that conflicts with the old page builder. Will move all pages to the new page builder.

2. Gallery Pages

- Two residents had reached out to update their pages on the website.

3. Google Workspace Migration & Walkthru

- We have migrated to Google Workspace to handle email, calendar, and file storage. All email addresses remain the same.
- Email addresses for the board will not change

Communications

1. Communications Report

- Kate will be putting together an information sheet for new residents.

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Open Floor

Kate Mullen: Asked about the possibility of repainting the Stronghold billboard since it has become faded. She offered Stronghold's financial assistance to help pay for the repainting for the billboard which was estimated at \$6,000 to repaint the current design. This quote was given a few years ago and has possibly gone up. A change in design would also increase the cost to repaint the Stronghold billboard.

Meeting Adjournment

Next meeting:

~~Sun Aug 8th 2021 6:00 — 7:00PM in the I5 Gallery~~

Rescheduled to Sun Aug 15th 2021 6:00 – 7:00 in the I5 Gallery and adjacent atrium garden

Action Items:

- KATE and MITZELLA will work on creating a newsletter to residents calling for videos for the fundraiser.
- BAHA will reach out to have the AC unit in i5 fixed by the next meeting
- VAUGHN will work on setting up Right Signature for video release forms.
- VAUGHN move pages to the new page builder
- VAUGHN continue migration of email (especially for those who have empty folders)
- THE BOARD will make a decision on Fall Artwalk by the end of the month.
- KATE will work on an info sheet for new residents.

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