



where
lives *art*

BREWERY ARTWALK ASSOCIATION

2100 North Main Street #A10

Los Angeles, CA 90031

www.breweryartwalk.com

MINUTES

Sun Sept 12, 2021

6:00 – 7:00PM

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

Additional attendees: Greg OrLoff, Liana Banziulis, Lauren Raquel, Amber Clisura, Jen Moore

Opening Remarks & Acceptance of Minutes

Treasurer's Report (Kate)

1. Current Bank balance \$3956.39
2. We did get a small deposit of \$43 from Amazon Smile

Board Business

1. Spring 2021 Video Series
 - a. Review Submissions
 - i. The deadline for video submission just ended. There were 11 submissions in total. This should be plenty of material to work with.
 - ii. The purpose of these submissions is to take clips and edit them into a larger piece that will be featured for the purpose of fundraising. This will be featured on a GoFundMe, social media, etc. The purpose of the video is to create a centerpiece for the fundraising campaign that will get donors engaged and interested in our cause- bringing back artwalk.
 - iii. Next few minutes dedicated to reviewing submitted videos together as a board during the meeting.
 - b. Baha expressed wanting to see diversity represented in the featured clip, to better be culturally representative of the community
2. Tour Proposal
 - a. Update on Next Steps
 - i. Spoke about setting up a time in the near future for a zoom call with Amber to set up somemilestones and parameters

Fundraising (Kate)

1. Grant Update

California Relief Grant application still active, needed to resubmit document as PDF, this is a grant for \$5,000

BOARD MEMBERS

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

Logistics (Dustin)

3. Nothing to report

Advertising/ Graphic Design (Mitzella)

1. Billboard Update
 - a. The amount for billboard quote is above \$6,500. This quote is just for repainting the current design.

Social Media (Kristine)

1. Nothing to report

I5 Gallery (Baha)

1. Nothing to report for gallery update
2. AC Repaired with duct tape and works for the time being.

Data Management (Vaughn will not be in attendance)

1. Data Management Report
 - a. Jane Szabo and Christopher Ronk have asked to be added to the website
 - b. No other videos have come in
 - c. Both Google and Apple app store accounts are updated and fully accessible by STQRY so our app will be ready for next Artwalk
 - d. Updated website description so Art Walk is now Artwalk
 - e. Vaughn would like to encourage everyone to use our shared Drive and Docs for longer content that is shared here and to be commented/edited by the board
2. Questions about newsletter sign up
 - a. Kate asked Vaughn: When someone adds themselves to our mailing list on the website, I'm pretty sure that only gets them on the public-facing mailing list. It does not capture new residents to the potential participant pool, correct?
 - i. Vaughn replied that this is true. He followed up by asking if the board has an existing database/ list of potential residents which we could cross reference in the future.
 - ii. We do not as this would be private information that only the Carlson's would have access to. In the past, Carlson industries has been cooperative in distributing information for the BAA when we needed to reach out to the larger community.

Communications (Kate)

1. Communications Report
 - a. Nothing to report
2. Brochure Update:
 - a. A webpage on the BAA Website will be made so we can supply a direct link to new residents via Carlson Industries new residents' package which is now digital. With information about how to participate in the event, rules and guidelines and how to sign up for the newsletter, this page will streamline the process of getting both new and existing residents up to speed on what the BAA does and how they can participate in Artwalk.

**Open Floor
Meeting Adjournment**

**Next meeting:
Sun Oct 10th 2021 6:00 – 7:00PM in the i5 Gallery**

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