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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 Oct 10, 2021

6:00 – 8:00PM

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

Board members in attendance: Vaughn, Kate, Mitzella and Kristine (By Phone)
Guests in attendance: None

Opening Remarks & Acceptance of Minutes

Please note that Sept minutes were not accepted. Kate has requested a change in the Communications section regarding the link for the online brochure as well as a request to strike the mention of a resident data base which we do not have.

Treasurer's Report (Kate)

1. Review of books

Bank balance of \$3664.23

Kate notes that the next board liability payment will be coming up in Feb. The last one was \$1875.00

Kate suggested the possibility of suspending the board liability coverage until the next artwalk.

Mitzella noted that the board liability covers us for more than just artwalk.

Board Business

1. Spring 2022 Outlook
 - Mitzella proposed setting dates for Spring 2022
 - Kristine raised concerns and suggested holding off for a few more months.
 - Kate and Vaughn felt setting tentative dates made sense but that we could hold off for awhile on an official announce or a commitment of money.
 - Board members will look at potential dates and discuss at the November meeting.

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Management Officer; DUSTIN KNOUSE, Logistics Officer

Fundraising (Kate)

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. BAA Fundraiser

- Kate will register the BAA for Pay Pal Giving fund which will be needed to collect the funds raised by the upcoming Go Fund Me fundraiser planned to kick off on Giving Tuesday.
- Mitzella shared a draft of the video which will be the header on the Go Fund Me page.
 - Overall reception was good.
 - Not all who submitted clips were used. Anyone who's clip wasn't used will be used on social media.
 - Photos used in the video are owned by the BAA.
 - Kristine raised a concern about whether or not photos should be credited even though the board owns the media. She advocated for giving credit to the photographers and the artists who appear in the video.

Logistics (Dustin)

1. Nothing to report.

Marketing /Graphic Design (Mitzella)

1. Billboard refresh update

- Quote from Walldogs: \$6720 for a stripped repaint or \$8400 for a new design (with the same colors)
- The BAA will not need a new design but Stronghold Gym will likely want a new design.
- Kate has not spoken with Katherine from Stronghold but will get with her at some point before the November meeting.
- Mitzella requested that Kate find out whether or not Stronghold is offering to pay for the BAA's portion of the billboard outright or if they would be considering it as a loan that needs to be paid back since this has not been clear so far. We should have it clearly stated in writing one way or the other.

2. New Residents

- Kate pointed out that there has been a lot of resident turn over at the Brewery over the Pandemic and that many artists that showed regularly are no longer here.
- Kate suggested launching an awareness campaign in the months leading up to the spring event as a way to inform new residents about the event and build interest. Suggestions for implementing this included:
 - A dedicated page on the website for new residents.
 - A flier announcing artwalk under every door.

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Social Media (Kristine)

1. Kristine requested the Twitter log in info from Mitzella
2. No one is sending in info to post or tagging the BAA

Gallery (Baha)

1. Nothing to report

Data Management (Vaughn)

1. Nothing to report
2. Resident Webpage
 - Should have all the same info as the old new resident welcome brochure as well as registration information, current dates, best practices, rules and guidelines, newsletter sign up etc.
 - Page should be back facing.
 - The link can be shared with the Brewery office so they can include it in their new resident packages which are now entirely digital.

Communications (Kate)

1. Calls are starting to come into the info line asking about the dates for the next artwalk.

Open Floor

1. Nothing for open floor.

Meeting Adjourned

Next Meeting Will Be November 14th @ 6pm in the I5 Gallery

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Action Items:

- MITZELLA will update September minutes and post online.
- THE BOARD will approve September minutes online.
- THE BOARD will research potential Spring Artwalk dates to discuss at the November meeting.
- KATE will register the BAA for Pay Pal Giving Fund.
- MITZELLA will finish the fundraising video.
- VAUGHN will start working on a new resident web page.
- KATE will follow up with Katherine from Stronghold about the billboard and clarify if it's a gift or a loan.
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