



where
art
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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 Nov 14, 2021

6:00 – 7:00PM

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

Board members in attendance: Kate, Mitzella and Baha)

Guests in attendance: None

Opening Remarks & Acceptance of Minutes

Please note that Sept minutes were accepted.

October minutes are not ready. They will be posted on the slack channel for board members to approve before the December meeting.

Treasurer's Report (Kate)

1. Review of books

-Bank balance of \$3956.39

-A small donation came through from our paypal donation button on our website.

Board Business

1. Spring 2022 Outlook

- Kate proposed April 9-10 as tentative dates for the Spring Artwalk. Mitzella and Baha agreed
- Dates will need to be agreed on by the rest of the board and approved by Carlson Industries and UPS before they can be official.
- Mitzella will reach out to Carlson Industries
- Dustin will reach out to UPS.

2. Tour Program

- Amber reached out to the board after the October meeting and let us know that she did not want to move forward with the tour program idea.
- Since the program was Amber's suggestion and she was going to spearhead it, the board has decided to not move forward with it at this time.
- Since the BAA hadn't made a formal public announcement of the program the board agreed no formal public announcement of its cancelation was necessary.

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Fundraising (Kate)

1. 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 November 30th.
 - Kate requested some help with wording for the PPGF description and keywords for the SEO.
 - Mitzella suggested Kate come up with a preliminary description for the Pay Pal Giving Fund info and put it into slack for the rest of the board to approve.
 - The fundraising video is almost ready to go live. Most of the lower thirds have now been approved and the audio has been mixed.
 - Mitzella suggested using "Save The Brewery Artwalk" as the call to action.
 - Mitzella will post the finished video on slack for final board approval.
2. Foodtrucks
 - Baha has connected with a food truck organizer that looks promising. She will continue to connect with them and report back. At some point she will hand them off to Kate as first point of contact. Likely once we have solid dates.

Logistics (Dustin)(Not In Attendance)

1. Nothing to report.
2. Baha mentioned that we might want to talk to Zack about security if we don't hear back from Reel Security.
3. The lowest porta potty quote we've received so far is \$2020

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.
 - Mitzella mentioned that a new design for Stronghold but not Artwalk
 - Per Katherine from Stronghold Gym, they are aiming to get it finished before Spring Artwalk.
 - Kate will reach out to Katherine before the next meeting for an update.
2. Graphic Design
 - Nicole Horton has volunteered her services for free.
 - Design should probably be tied into the brewery 40th anniversary which is also considered the Ruby Anniversary.
 - Mitzella floated the idea of bringing back the Poster Contest and suggested Nicole might be able to design a frame that would match the rest of our graphic design.

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Social Media (TBD)

1. Kristine stepped down from the board
2. The board discussed possibilities for her replacement
3. The open position will be posted on line
4. In the meantime, Baha will take over posting on social media.

Gallery (Baha)

1. Baha wants to schedule a deep clean for the gallery before the next Artwalk

Data Management (Vaughn) (Not In Attendance)

1. Nothing to report
2. Resident Webpage
 - Need to get a first draft of this up ASAP so we can start an awareness campaign for new residents.

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 December 12th @ 6pm in the I5 Galler

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Action Items:

- MITZELLA will post October minutes on slack for board approval.
- THE BOARD will approve October minutes online.
- THE BOARD will approve April 9-10 Artwalk Dates on Slack
- MITZELLA will reach out to Kristen to approve April 9-10 Artwalk Dates
- DUSTIN will reach out to UPS to approve April 9-10 Artwalk Dates.
- KATE will register the BAA for Pay Pal Giving Fund and talk to Vaughn about Keywords if necessary.
- MITZELLA will post the Fundraising video on Slack for final approvals from the board.
- MITZELLA will talk to Nicole about graphic design ideas.
- THE BOARD will approve the Fundraising video on Slack.
- DUSTIN will continue to try to reach out to Reel Security
- VAUGHN will start working on a new resident web page.
- KATE will follow up with Katherine from Stronghold about the billboard.
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