



where  
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lives

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](mailto:board@breweryartwalk.com). Unless otherwise announced, The Brewery Artwalk Association normally holds regular meetings on the second Sunday of every month at the I5 Gallery 2100 N. Main St. #A10 LA CA 90031 at 6 pm. Please note, this is a living document. Agenda items may change without notice. The final agenda will be available to the public at the corresponding meeting.

## MINUTES

Thurs Dec 30, 2021

7:00 – 8:30 PM

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

Via Zoom

### Opening Remarks & Acceptance of Minutes

Please note that the November minutes were accepted.

### Treasurer's Report (Kate)

#### 1. Review of books

- Balance of \$2631.06
- Go Fund Me transfers into account on a monthly basis

### Board Business

#### 1. The Omicron variant and Spring 2022 Artwalk

- Less impact than this time last year A lot more accessibility to the vaccine, boosters, and at-home testing
- The speculated projected peak in the Jan/Feb months with March having lowered cases.
- Mitzella also suggested a hybrid artwalk for people who don't feel comfortable opening up their lofts to the public.

### BOARD MEMBERS

MITZELLA, President; KATE HOFFMAN, Treasurer; VERONICA SCUPINE, Secretary;  
BAHA DANESH, Gallery Director; ~~IVY TOGQLXFMQIMQBF4PB~~; VAUGHN HANNON, Data  
Management Officer; DUSTIN KNOUSE, Logistics Officer

## **Fundraising (Kate & Mitzella)**

### 1. Grant Update (Kate)

- Nothing to report. They have stopped responding to Kate.

### 2. Go Fund Me Campaign update (Mitzella)

- Go Fund Me doing well, with \$9922 total donations

### 3. Potential Sponsors: Farm Fresh, HomeLight, Others

- Sheila from Farm Fresh reached out to Kate to become a sponsor. The program is similar to Amazon Smile: a percentage of the purchase goes to a non-profit organization of choice, suggesting The Brewery Artwalk Association as an organization for their users to choose from.
- HomeLight reached out to Kate who responded with no follow up answer yet.
- More commercial sponsorships have reached out in the past and the board discussed the idea of acceptance because of the serious financial assistance it could offer. There would be a sensitivity of the correlation between this company of choice and the artist colony which has favored grassroots funding in the past.
- Facebook donations: For the time being the board strongly suggests to donate through the Go Fund Me in order to reach the goal of the campaign set in place currently.

### 4. Poster Contest

- We would like to have a poster contest for the graphics for the Spring Artwalk. The theme of the contest would be relating to the anniversary of the Artwalk

## **Logistics (Dustin)**

### 1. UPS

- Dustin has been emailing UPS, who has expressed wanting a detailed description of intended use. Last correspondence on December 28th where they stated they would speak with the facilities manager and get back to Dustin.
- Hoping to reach out to Real Security. Reminder to provide extra guards for the UPS lots.

## **Advertising/ Graphic Design (Mitzella)**

### 1. Billboard Refresh Update

- Stronghold is paying for a new repaint of the billboard before Spring Artwalk.

### 2. Discuss Graphic Design for Spring 22

- Nicole was meant to do the graphic design but is now unable to. Could ask Ron again who has done work for the Artwalk in the past.

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## **Social Media (Baha)**

1. Discuss Open Board Position
  - There is an open social media position

## **I5 Gallery (Baha)**

1. Gallery Report
  - For bringing the new residents involved with Artwalk, Baha suggests doing a preview show a month before. Would help reintroduce residents into the Artwalk vernacular.
  - The preview would still be up during Artwalk. Anyone who wishes to participate even without registration is welcome.
  - Baha suggested a clean-up day closer to the Artwalk/ preview show.
  - 
  - There was also a suggestion to purchase an air-scrubber for the I-5 gallery.

## **Data Management (Vaughn)**

1. Data Management Report
  - Nothing to report.
2. Welcome Page
  - Still in progress.
  - Registration rates have gone up due to the higher quotes given to us to set up the event. The board suggests raising the price to an additional \$50. Early-bird registration in 2019 was \$150 for reference.

## **Communications (Kate)**

1. Communications Report
  - Quiet, but people are beginning to email asking when the next artwalk will be.

## **Action Items:**

- Speak to Kristin Carlson about using outdoor space for Spring Artwalk
- Reach out to Stronghold for solidified dates for the walk to better coordinate repainting of billboard
- Mitzella and Vaughn will get together and finish Welcome Page

## **Open Floor**

## **Meeting Adjournment**

### **Next meeting:**

**Sun Jan 9th, 2021 6:00 – 7:00 PM in the I5 Gallery**

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