



### 1. Go Fund Me update

- Total is now \$10,057. Donations are trickling in steadily.

### 2. Facebook Fundraising setup

- A birthday fundraiser from a resident of the Brewery has raised \$1260 to be donated directly to the Brewery Artwalk and not through Go Fund Me

### 3. Sponsorships

#### a. Farm Fresh

- Last meeting, the board agreed to become partners. As a reminder, we would receive 10% of purchases made from their company.

#### b. Helpful Honda

- Mitzella reached Helpful Honda. They have a website and regularly participate in community events. She suggested reaching out to them with some ideas for Artwalk.

## **Logistics (Dustin)**

### 1. UPS

- Nothing to report

### 2. Porta Potties

- Nothing to report

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

### 1. Billboard Refresh Update

- Mitzella discussed the refresh design with Kate from Stronghold. An original design appeared too top-heavy and included text that was difficult to read from a distance.

### 2. Discuss Graphic Design for Spring 22

- Mitzella did reach out to Ron to ask if he would be willing to work on the design despite having less budget to use as payment. He expressed genuine interest in creating the 40th-anniversary design.

## **Social Media (Baha)**

### 1. Social media sponsorships.

- Baha suggested coordinating with craft supplies chains to have an exchange of promotion via social media. Some examples could be Michaels, Blick, Nova Paints, etc.

### 2. Chloe Allred: Welcome and Onboarding

- New social media director Chloe.
- Chloe will coordinate with Mitzella and Baha about future goals for social media and exchange login info.

## **BOARD MEMBERS**

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

## **I5 Gallery (Baha)**

### 1. Gallery Report

- Suggested February as time for cleaning. Advertising for the preview show beginning soon.

## **Data Management (Vaughn)**

### 1. Data Management Report

- Welcome Page
  - Great draft finished for the new welcome page.
  - When this is completed, the Welcome Page link will then be given to the Brewery office with a request to share with all residents.
- Eventbrite Registration
  - The text needs to be edited to include covid specific language. Pricing and dates have been adjusted from the last meeting's discussion.
  - When this is completed, the Eventbrite link will be added to the Welcome Page on the website
  - Mitzella suggested working with Vaughn later this week to make the website layout live and Eventbrite finished before the next meeting in February
- Website Issues
  - Fresh WordPress install to eliminate old issues that were causing the website technical problems. Relaunching website by the end of the day.

## **Communications (Kate)**

### 1. Communications Report

- Nothing to report.

## **Open Floor**

## **Meeting Adjournment**

### **Next meeting:**

**Sun Feb 13th 2021 6:00 – 7:00PM in the I5 Gallery**

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