



where
art
lives

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 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. Final agenda will be available to the public at the corresponding meeting.

MINUTES

Sunday, Feb 13, 2022

7:00 – 8:00PM

Via Zoom

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

Opening Remarks & Acceptance of Minutes

Treasurer's Report (Kate)

Billboard design has been adjusted from meetings between Mitzella and Stronghold

2. Logistics Report

a. UPS

- Confirmed use of UPS parking lot with proof of a certificate of insurance

b. Porta-Potties

- Called multiple businesses with 5 who have answered. The lowest quote is \$1750

c. Reel Security

- Contacted Reel Security, having difficulty reaching a representative

d. Crossing Guards

- Looking into having crossing guards for those attempting to cross Main St.

Advertising/ Graphic Design (Mitzella)

1. Ron

Media buy this year: Basic print ads, just newspapers such as LA Weekly. Mitzella proposed to do radio ads for 5,000.

- Ron has done admirable designs seen on his social media. Mitzella is going to ask if we could see a sample with these designs.

Social Media (Chloe)

1. Social Media Report

Chloe has been becoming familiar with the process, getting to know more individuals, and preparing announcements to be made about the upcoming Artwalk in the Spring.

40th Anniversary of the Brewery Artist Colony! This should be celebrated more on social media.

I5 Gallery (Baha)

1. Gallery Report

The next step would be, promoting the i-5 gallery show after the announcement of Artwalk. By March 5/6th having the community show

2. Preview show details

Community residents preview show, scheduled a month before Artwalk, open for 3-4 hours, Sunday

All residents welcome despite registration for the Spring Artwalk

3. Docents

No docent outreach thus far. Baha would like to begin reaching out to the roster the board has to ask about volunteering.

Any college that would be willing to connect to us, this is a good opportunity for community service hours, it is also possible to coordinate this be considered college credit.

Data Management (Vaughn)

1. Data Management Report

2. Resident webpage

3. Website Gallery

Opened the website to all residents, but only four residents responded

4. Images

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

Data Management (Vaughn)

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Communications (Kate)

1. Communications Report
More emails are trickling in about upcoming Artwalk questions. Kate has been responding to emails diligently with answers.
2. Resident Awareness
Creating a flyer to reach the new residents who have moved in since the pause of the Artwalk. Board suggested posting flyers on the boards around campus and slipping under doors.

Open Floor Meeting Adjournment

**Next meeting:
Sun March 13th, 2021 6:00 – 7:00 PM in the i5 Gallery**

Action Items

- Baha and Chloe should connect over docent coordination
- Chloe posting on social media platforms to announce Artwalk date

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