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*art*  
lives

## **BREWERY ARTWALK ASSOCIATION**

2100 North Main Street #A10

Los Angeles, CA 90031

[www.breweryartwalk.com](http://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, that 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**

**Sun March 25, 2022**

**6:00 – 7:00 PM**

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

**Via Zoom**

#### **Opening Remarks & Acceptance of Minutes**

Acceptance of Jan minutes, February minutes pending

#### **Treasurer's Report (Kate)**

1. Review of books: The current balance is 17,890. The revised number is going to be sent by Kate later this week.

There is a total of \$1529.04 balance expected to be transferred

The balance will be \$19,921 after the Paypal amount is transferred

The mailbox had another anonymous donation of \$400 and a donation of \$25 from Benevity.

The update on the GoFundMe amount is \$10391.88. \$468 of those dollars will be kept by GoFundMe.

Currently, we have made over our desired amount, but we should continue to remind people they can always donate and the option is still available.

#### **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

## Board Business

### 1. Covid protocols

- a. Review meetings with Heather, County Public Health Dept & SafePass of Los Angeles

They advised everyone to be masked, indoors and outdoors. Chloe suggested laying out specific protocols for residents for when the public is causing issues.

- b. Discuss masking requirements

Residents are required to wear masks inside their homes during the artwalk, disregarding this rule would be considered a breach of the lease. They would also be confirming this agreement when they register for the artwalk to be compliant with these regulations. Attendees and participants might be asked to wear a mask, check vaccine cards, etc. to better protect the residents as well as the other attendants of this event.

- c. Discuss checking vaccine cards

Docents/ volunteers will be checking vaccine status at the gate(s) that will be open. Those with cleared vaccines will be provided with a paper wristband to wear during their visit.

- d. Discuss signage

Postings for being masked in Brewery spaces will be visibly posted around the campus for the event.

### 2. Set a date for the April meeting

Board approved moving the April meeting to the week prior to Artwalk. The new date is now Sunday, April 3rd, 2022

### 3. Spring/Summer 2022 budget

The Board has now had a chance to look over and discuss the budget for the next six months. Update on the gallery sitter, porta-potties (extra \$450), etc. The total cost is: \$23,800 plus the additional \$750  
The bank balance has \$6,000 left after the artwalk expenditures  
Kate brought up potentially discussing with the Carlsons about the financial help they offered at the start of the pandemic which is approximately \$4000.

## Fundraising (Kate)

### 1. Food trucks

- a. Placement is suggested to be along Avenue 21

- b. Lineup

Kate tried to provide/ reach out to a vegan truck but there were little to no options

### 2. Barbara's

Mitzella spoke to the county public health department and they discussed having a designated seating area for guests.

Barbaras is only doing grab-n-go during the artwalk which is in their budget for the event

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## **Logistics (Dustin)**

### **1. UPS**

UPS will need to leave the gate open for attendees to use as parking. Dustin will need to request a contact in case they forget to open the gate which has happened in the past.

Dustin emphasized the need to send the certificate of insurance to them, which should be available approximately a week before

### **2. Porta-potties**

With an additional \$450 for Sunday service, we could cut down on the number of handwashing stations to four, reducing the price to \$1850.

The spacing of the porta-potties is as such: the Atrium, climbing gym, barbaras, and the back gate.

### **3. Reel Security**

Reel Security has confirmed their staff during the event. Anthony, a guard from Reel Security who has done the event with the Brewery for many years was requested to work the event.

We have requested six guards and one supervisor, which is two more than usual to help with the extra monitoring expected at the entrances.

### **4. Sign placement & volunteers**

A week before, Dustin will create guides for movement throughout campus to be used during the event

### **5. Trash cans**

Several disposable trashcans will be placed around campus to alleviate the additional waste created by the food trucks

### **6. Clean up**

Kate will reach out to Jesus, a handyman who works around the property, he has taken on the clean-up crew for the artwalk in the past

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

### **1. Billboard refresh update**

The climbing gym intends on getting its billboard painted before the artwalk event. Mitzella will double-check the dates that they paint on the board to be the correct dates.

### **2. Graphic design update**

Ron is working on the updates, this week there should be new revisions for the board to discuss

### **3. Media buy update**

The board approved \$7,905 for this Artwalk's media buy, less than art walks in the past

Mitzella has not heard back from the LA Times.

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#### 4. Maps

Veronica will help with updating the maps, showing who will be opening for this event. QR code would then be made by Vaughn so it can be accessed via online/ phone. Some QR codes would be printed and placed around campus.

### **Social Media (Chloe)**

#### 1. Social media report

Chloe asked to be given a registration report to feature people who are going to be opening for the artwalk from now on until the event.

She suggested creating a google form that could be featured on the resident dashboard on the website to submit work from those interested in being featured.

The board agreed the brewery app should be promoted following a much-needed update.

#### 2. FB invite

The event will be advertised as a FB ad, which is part of the media buy Covid protocols would be featured in all advertisements.

### **I5 Gallery (Mitzella for Baha)**

#### 1. Gallery report

I-5 Gallery preview show was a success with over 40 submissions

#### 2. Docents

So far there are three docents confirmed and in need of more  
Chloe reached has reached out to her connections involved with education/ schools and spread the word

#### 3. Gallery sitter

Baha requested payment for Gallery Sitter to be 100 to 150 dollars a day. This was approved by the board.

### **Data Management (Vaughn)**

#### 1. Data management report

#### 2. Registration update

Registration Total: \$4423.08

Gross: \$4140 after Eventbrite deduction

So far we have 24 registrations. Many people who have vocalized registering have not yet, to be expected in the future tally.

10 are people who had previous balances and applied the remainder to their registration

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3. Website Gallery

Four new gallery submissions are to be featured on the site

4. Artwalk dashboard

55 unique page views

5. Visiting the page

The Artwalk map and parking instructions will be featured here.

**Communications (Kate)**

1. communications report

Some people have been reaching out for their codes to apply to their registration costs

2. Save the date announcement

Kate is planning on sending a newsletter featuring discussed and established covid protocols

**Open Floor**

**Meeting Adjournment**

**Next meeting:**

**Sun April 3 2022 6:00 – 7:00 PM in the I5 Gallery**

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