



where
art
lives

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 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 April 3, 2022

6:00 – 7:00 PM

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

Via Zoom

Opening Remarks & Acceptance of Minutes

Treasurer's Report (Kate)

1. Review of books: the bank account balance is \$29713.26

The total income from registrations: \$13000 with 70 registrations.

The board will begin collecting invoices to be paid. Mitzella will follow up with Kate about a final report for confirmation.

Board Business

1. Covid protocols
 - a. Masks and wristbands
We were asked by the office to emphasize the use of masks while on the premises.
 - b. Entrance signs
The board will be coordinating with the Brewery office on the specific gates used as entrances which will be indicated with information for attendees.
 - c. Door signs
Board member Vaughn will be designing door signs which will include an icon of a mask and a reminder to wear them while on the Brewery property.
2. The board discuss changing the May meeting date
The board agreed to change the original May 8th date to May 1st

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

Fundraising (Kate)

1. Food trucks

Kate has collected a total of five food trucks. 15% percent of food sales will be going to Brewery Artwalk Association. Space will be saved on Avenue 21 for food trucks to park themselves.

2. Barbara's

Reduced rate to open for artwalk. Will block off some parking spaces to be used

3. Farm Fresh

Block off some space for an information booth.

4. Insurance Coverage

Still waiting on a quote for this year's insurance coverage for the event. Quote expected by Monday.

Logistics (Dustin)

1. UPS

Coordinate with them to confirm who is opening the gate and to have a point of contact. Waiting on the certificate of insurance before speaking to them.

2. Porta-potties

A map of locations has been given to distributors. Some by barbaras and some by food trucks. Two by stronghold, two by 1984 building.

3. Reel security

Call time: 9 am

Placement of guards: 6 guards and one supervisor.

Two at the UPS lot, one by the main entrance, one by Moulton to guide traffic, and one at the entrance to ave 21. Suggested to have someone farther down Moulton to guide traffic led by GPS location drop-off

Entrance of Avenue 21 to divert artwalk traffic from parking in the Stronghold lot

4. Sign placement & volunteers

Using an old map and old signage

Sign at the Stronghold entrance to discourage artwalk attendees from using this entrance

5. Trash cans

Disposable trashcans are placed in more popular areas. Tell the docents to keep an eye on them to make sure they aren't overflowing

6. Clean up

Clean-up crew at the end of the day to clean the residual trash

Advertising/ Graphic Design (Mitzella & Kate)

1. Billboard refresh update

Not having the billboard repainted in time for the Spring artwalk, potentially Fall

2. App update

Mitzella was able to gain access. Will be updating the app this week.

3. Map update

Mitzella will just update the map. Veronica will help with the Fall artwalk map

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Social Media (Chloe)

1. Social media report

Chloe has put together a series of live stream interviews. So far, she has 10 artists lined up for these interviews.

She has been making posts reminding guests and residents of the mask mandate for the event.

Chloe discussed wanting to share the food truck information, Farm Fresh information, etc. leading up to the artwalk

2. FB invite

FB invite is out and live

3. Sponsors

Mitzella reminded Chloe that some attention needs to be given to KPCC, an important publicity source.

I5 Gallery (Mitzella for Baha)

1. Gallery report

2. Docents

So far, Baha has collected 6 docents and 1 i-5 gallery attendant.

The docents will be trained and ready Friday at 5 pm having completed a mandatory orientation session.

The placement of the docents is such:

Two docents are located at 2020 Building Entrance and Flynn Entrance

Two relieving others at posts and will play by ear as the day goes on

They are told to never engage in any conflict that could endanger them.

3. Gallery Attendant

Rebecca Laws are this year's gallery attendant

4. Art Cop

Signs will be ready for him by Friday for placement.

Data Management (Vaughn)

1. Data management report

The site is stable and functioning. About 1k page views a day, similar to other years prior to artwalk which is a good sign

2. Registration update

There are 70 registrations so far

3. Website Gallery

There are 22 new additions to the website

4. Artwalk dashboard

There are 12 unique page views with the average time on the page being a bit over 2 minutes.

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Communications (Kate)

1. Communications report

Kate expressed the want for a few more newsletters, addressing the residents and general public.

Open Floor

Meeting Adjournment

Next meeting:

Sun May TBD 2022 6:00 – 7:00 PM in the I5 Gallery

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