



where  
lives *art*

## **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 holds typically 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 Sept 11 2022**

**6:00 – 7:00PM**

**Via Zoom**

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

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

###### **1. Review of books**

- There is a total of \$14,099.03 in the bank account.
- The Paypal account has \$4,040.05.
- Total money is \$17,810.76
- The outstanding operational costs for the remainder of the year are \$672
- As of this fall we are still holding credits from the Spring 2020 artwalk in the amount of \$7,412. Some residents have moved away but expect a good number of credits to be claimed towards this artwalk.
- Approx 10 people have moved away. \$1,658 is the total for that group.
- Mitzella discussed an expiration date for Spring 2020 credits sometime in 2024 (TBD).

##### **Board Business**

###### **1. Opening Remarks and Acceptance of Minutes**

- Veronica will submit the June and September minutes along with August notes

#### **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

- Three food trucks who have confirmed so far: Tropic Truck, Berlin and Vegan Hooligans

## **Logistics (Dustin)**

### 2. Logistics Report

#### a. UPS

- Joner (assistant to Heather) reached out to UPS for 'No Parking' signs to be placed on Moulton. This is something that has been arranged by Heather in the leasing office in the past.
- There will be an RV clearout in late September prior to Artwalk
- This was done to help make room for the food truck with all the RV encampments on Moulton but since they are being cleared out before the event and food trucks are now on Ave 21 it may be a moot point.

#### b. A Plus Portable Services

- Old quote for services is \$1850, new quote is \$1952.50. The disposal fee has increased.

#### c. Reel Security

- Quote for this event is \$4600 which has increased \$300 since last Artwalk

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

### 1. Graphic Design

- Mitzella shared the Facebook cover photo with Chloe, the artwork so far looks great
- Mitzella and Kate would like to obtain quotes for getting printed maps and postcards for the Fall Artwalk, in case we decide to go this route again.

### 2. Media Buy

- Mitzella will purchase a smaller media buy similar to Spring Artwalk (Spring Artwalk media buy: \$7905.00)
- Crescenta Valley Weekly
  - This local magazine offered to write an editorial on Artwalk for \$300
  - Mitzella suggested doing more research on the company to see if this is a worthy expenditure.

## **Social Media (Chloe)**

### 1. Social Media Report

- Chloe has created some goals:
  1. Begin posting residents who are registered for Artwalk. Vaughn will share the registered residents with Chloe.
  2. Consistently posting on a regular basis. Chloe opened up an invitation for suggestions about who to reach out to in the future.

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### **I5 Gallery (Baha)**

1. Gallery Report
  - Baha has reached out to old docens to work this upcoming Artwalk.
  - Baha asked if it would be appropriate to pay the workers. Kate suggested paying for participation in a three hour orientation would cost BAA about \$45 additional dollars per docent.
2. Kate suggested reaching out to 101 Cider House in response to their offer to donate. Possibly for Preview Show.

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

1. Data Management Report
  - There were about 2,000 visitors to the website this month.
2. Registration
  - There are 19 registrations for Fall Artwalk thus far.
3. Submitted our non-profit status to Slack.

### **Communications (Kate)**

1. Communications Report
  - Kate is fielding the usual number of questions.

### **Action Items:**

- Veronica will submit June minutes for board to review
- Dustin will follow up about 'No Parking' signs to be placed on Moulton
- Mitzella to complete the media buy for Fall Artwalk
- Mitzella to do more research on Crescenta Valley editorial offer
- Kate to reach out to 101 Cider House for potential donation for the Preview Show
- Mitzella will get quotes on prints for maps and postcards

### **Open Floor**

### **Meeting Adjournment**

### **Next meeting:**

**Sun Oct 9th 2022 6:00 – 7:00PM in the i5 Gallery or via zoom**

### **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