



where
lives *art*

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 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 June 12, 2022

6:00 – 7:00 PM

i5 Gallery

2100 N Main St #A10

Opening Remarks & Acceptance of Minutes

Treasurer's Report (Kate)

1. Review of books

- There is a total of \$14,031.92 in the bank account
- Total fundraising artwalk income: \$33,750. \$12,835 from registration, \$10,684 from GoFundMe, \$6,784 from private donations.
- Foodtrucks raised \$2,495
- Total costs for Spring Artwalk was \$21,827.91
- Total outstanding operational costs for the rest of the year: \$3,081

Board Business

1. Fall Artwalk

- The board discussed potential Fall Artwalk dates
- Potential Artwalk dates should be considerate of this event as well as other potential conflicting cultural events
- Mitzella suggests waiting until July to commit to the Fall Artwalk date

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. Farm Fresh

- Kate said Farm Fresh will create a portal with Farm Fresh to observe earnings through the organization.
- When you sign up for Farm Fresh subscription, using promo code: breweryartwalk and every penny spent, Farm Fresh donates 10% to the Brewery Artwalk Association
- This program with Farm Fresh means the Association advertises them on our social media platform as well as having a booth during Artwalk
- Farm Fresh during Spring Artwalk had 23 new subscribers

2. GoFundMe

- The GoFundMe is still open for private donations

Logistics (Dustin)

1. Logistics Report

- Artwalk Security suggested being more heavy handed with signage to better the flow of traffic
- An Artwalk banner which is typically used on the catwalk is missing. The board agreed it might have been time to replace the banner and so it should be replaced.

Advertising/ Graphic Design (Mitzella)

Nothing to report

Social Media (Chloe)

1. Social Media Report

- Chloe has taken on a full time position in Joshua Tree and asked what the board thinks of her continuing the position of Social Media.
- The board agreed that they are very happy with her work as social media representative and would like her to stay on as long as she is able.

I5 Gallery (Baha)

1. I5 Gallery

- Some people still need to pick up their work from the gallery from the Preview Show
- Docents were really wonderful this year, Baha recommends paying them in future Artwalks because she felt a boost in motivation from the volunteers.
- Baha recommends having maps with indications about where onlooker might be located at a given time. Mitzella agrees that looking into printing maps and postcards should be considered.

Data Management (Vaughn)

1. Data Management Report

- Vaughn will soon be submitting for a non-profit Slack account for the board.
- Vaughn asked if there can be a monthly posting on social media about residents being represented on the website.

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Communications (Kate)

Nothing to report

Open Floor

Meeting Adjournment

Next meeting:

Sun July 13th, 2022 6:00 – 7:00PM in the i5 Gallery or via zoom

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