



## **BREWERY ARTWALK ASSOCIATION**

2100 North Main Street #A10

Los Angeles, CA 90031

[www.breweryartwalk.com](http://www.breweryartwalk.com)

## **MINUTES**

**Sun Jan 8 2023**

**7:00 – 8:00PM**

**Via Zoom**

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

**Attendance:** Mitzella, Kate Hoffman, Veronica Scupine, Chloe Allred, Vaughn Hannon, Dustin Knouse, Baha Danesh

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

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

1. Review of books
  - a. The total expenses for last Artwalk: \$24,032.62
  - b. The total fall income: \$29,595.22
  - c. Bank balance: \$19,785.55
  - d. The Hartford insurance for the year has already been paid.
  - e. There is still an outstanding food truck payment from Berlin (food truck): Our estimate for the missing payment is around \$1000.
  - f. The total of PayPal donations: \$147.10
  - g. The BAA received a second anonymous donation from the same Fidelity Charitable Giving account as it did last year, in the amount of \$5,000.00

#### **Board Business**

1. Spring 23 Artwalk Date
  - a. Coachella is April 14-23th. Easter is April 9th. Spring Artwalk will need to take these events into consideration. This leaves April 1-2st or 29-30th for Spring Artwalk. The board chose April 29-30th.
  - b. Dustin will reach out to UPS to see if these dates work for them to use their parking lot. The board will not make an official announcement until UPS and the Carlsons approve of the decided dates.

#### **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

2. Review of new minutes approval
  - a. Mitzella reminded the group to leave their marks on the google doc, making sure they have reviewed their portion of the minutes. If they do not have corrections, they must still make an announcement of some kind to notify the board of their decision.
  - b. Veronica was asked to leave a link to the document in the chat to make it easier for the group to access the pending minutes
  
3. Discuss potential artwalk ban policy
  - a. The board discussed the possibility of setting up a three strikes or probation. This is being discussed by the board in response to past infractions by participants in past artwalk events.

#### **Fundraising (Kate)**

1. Farm Fresh gift certificates
  - a. Farm Fresh has gifted the board two gift certificates, the board was asked what to do with the certificates.
  - b. Chloe suggested social media could use the vouchers for an informational promotion. Chloe could restructure the information and share with the group for approval. Alternatively, Chloe suggested giving the certificate to a person willing to help with advertisement of Farm Fresh for example an unboxing video.

#### **Logistics (Dustin)**

4. Logistics Report
  - a. Dustin needs to organize the Fall 22 Sign Return
  - b. Dustin was asked to speak to UPS this week about potential dates
  - c. Dustin announced to the board he is stepping down, and suggested posting publicly to see potential applicants.
  - d. Mitzella will post President Internship along with Logistics position (Monday Jan 9)

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

1. Graphic Design
  - a. Ron agreed to look at graphic design ideas. Mitzella asked for suggestions for next artwalk designs however the board did not have any suggestions at this time.

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

1. Social Media Report
  - a. Chloe will focus on the Farm Fresh advertisements.

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## **I5 Gallery (Baha)**

1. Gallery Report
  - a. Nothing new to report

## **Data Management (Vaughn)**

1. Data Management Report
  - a. Website is ready for new dates when they get approved.
  - b. Vaughn will reach out to STQRY about the Brewery Artwalk App on Android not working.
  - c. Mitzella will check downloads to app.

## **Communications (Kate)**

1. Communications Report
  - a. Kate updated outgoing voice messages.
  - b. Kate is answering emails as they come in.

## **Note:**

**We did not have a meeting in November and December due to members being ill or out of town.**

## **Action Items:**

- Veronica needs to send a link to the pending minutes in the Slack
- Dustin was asked to speak to UPS this week about potential dates
- Chloe draft a social media post for the Farm Fresh voucher giveaway
- Mitzella will post President Internship and Logistics position

## **Open Floor**

## **Meeting Adjournment**

## **Next meeting:**

**Sun Feb 12th 2023 6:00 – 7:00PM in the i5 Gallery or via zoom**

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