



where
lives *art*

BREWERY ARTWALK ASSOCIATION

2100 North Main Street #A10

Los Angeles, CA 90031

www.breweryartwalk.com

MINUTES

Thurs Feb 16, 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

Opening Remarks & Acceptance of Minutes

Treasurer's Report (Kate)

1. Review of books
 - a. We have a bank balance of \$19,640.49
 - b. The board liabilities insurance for 2023 has gone up to \$2,256.00 which is \$381 more than last year.

Fundraising (Kate)

1. Food Trucks
 - a. Berlin truck has not paid yet. Kate has reached out multiple times and to different contacts but has heard nothing from their booker since November 11th. Will continue to try to collect.
 - b. The road (Ave 21) where the food trucks were is under construction. Relocation to Moulton Ave is most likely necessary. Kate will need to confirm with the Carlsons about a possible edge of campus location, as having our guests cross Moulton is not ideal.
 - c. A popcorn stand has reached out, and may be added in addition to the dessert trucks.
2. Farmfresh
 - a. The year end donation total from using the Brewery Artwalk Association code (ended in December 2022) was \$1,273.64.

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

Logistics (Not Present) please note that no report was submitted

Advertising/ Graphic Design (Mitzella)

1. Postcard Design

- a. The board thinks the mock ups are good for Spring Artwalk. The style shown by the artist has references of pointillism. The board agreed to ask the artist to make another pass with the designs.

Social Media (Chloe)

1. Social Media Report

- a. Chloe has been reaching out to folks listed on the Brewery website to see if they would like to be represented on the social media page. Her goal is to have several posts of content scheduled in advance.
- b. A Farm Fresh giveaway will be posted in the near future.
- c. Chloe was asked to update the save the date image for the upcoming Artwalk.

I5 Gallery (Not Present) report was submitted

1. Gallery Report

- a. Preview Show drop-off will be April 4th, 6:00 - 8:00 PM.
- b. The preview show opening will be April 15th, 1:00 - 3:00 PM
- c. Baha would like to organize a cleanup day for the gallery and is hoping March 18th would work for the team.

Data Management (Vaughn)

1. Data Management Report

- a. Registration is ready to be reviewed. Ready to go live tomorrow.
- b. Early Feb 17th-March 10th. Price \$210 res. \$300 non-res. \$370 galleries
- c. Reg March 11- April 7. Price \$000 res. \$000 non-res. \$000 galleries
- d. April 8-April 30th. Price \$000 res. \$000 non-res. \$000 galleries
- e. Requested the Android app to be updated so it will be downloadable for artwalk.
- f. Existing balances from 2020, this will be the last year we will honor the past balances. Until the end of 2023. Notice of this is located on the Eventbrite page. No refunds are being given.

Communications (Kate)

1. Communications Report

- a. Nothing to report. Answering emails as they come in. People asking about when Registration will open. Registration email will be sent this week.

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Action Items:

- Vaughn will send out the approved Early Bird registration for Artwalk Vaughn will go live with registration
- Kate to send registration email to Artwalk resident list
- Kate will send public-facing newsletter about upcoming Artwalk
- Chloe will change the dates to match the upcoming Artwalk
- Chloe will post the Farm Fresh voucher giveaway
- The board will confirm with Baha who will be able to assist with the i5 Gallery clean-up

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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