



BREWERY ARTWALK ASSOCIATION

621 S. Avenue 21
Los Angeles, CA 90031
www.breweryartwalk.com

MINUTES

Dec 13, 2023

6:00 – 7:00 PM

The I5 Gallery @ 621 S. Avenue 21, LA CA 90031

Attendance: Mitzella (President), Kate Hoffman (Treasurer), Vaughn Hannon (data management), Nicola Katsikis (Secretary), Eric Oxford (Logistics), Brie Wakeland (Social Media)

Opening Remarks & Acceptance of Minutes

- Minutes will be finalized online

Board Business

- Fix notes on previous month's minutes

Treasurer's Report (Kate)

- We still have one artist artwalk registration payment outstanding
- Square reader has arrived for the I-5 Gallery
- Dot Show sales- gross \$1385.00, we spent \$519 for purchase of blank dots and the net \$865.10
- Total Fall Artwalk expenses- \$29,921.32
- We spent \$4462.20 on I-5 build out
- Fall Artwalk income- \$29,637.30
- We will raise Artwalk registration \$5- across the board to offset rising expenses
- Current bank balance- \$18,786.81 with \$400.00 cash/ Total- \$19,186.81

Fundraising (Kate)

- We received a Farm Fresh check/donation of \$996.00

Logistics (Eric)

- UPS has approved the new Artwalk dates of March 23/24, 2024

BOARD MEMBERS

MITZELLA, President; KATE HOFFMAN, Treasurer; NICOLA KATSIKIS, Secretary; BAHA DANESH, Gallery Director; (BRIE WAKELAND) Social Media Director; VAUGHN HANNON, Data Management Officer; ERIC OXFORD, Logistics Officer



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Advertising/ Graphic Design (Mitzella)

- Poster Contest:
 - a. Mitzella will make final revisions to contest rules
 - b. winner receives 20 posters
 - c. add an “eligibility” section to include BAA board members and Brewery employees
 - d. Include links to posters templates (4 templates & 1 blank)
 - e. Announce Monday
 - f. Poster size- 24h x 18w- paper will be 100lb gloss book paper
 - g. Pricing for printing posters: qty- 100- \$297.00/ qty- 250- \$345.00/ qty- 500- \$475.00

- Vaughn is finalizing the voting registration and platform on our website

Social Media (Brie)

- Brie will create reels about/promoting the shows at Barbara’s
- Brie will continue with one post a week on the Instagram feed & daily shares of artist posts on stories

I5 Gallery (Baha not in attendance)

- Are there still plans for a show in January/February?
- Have unsold and sold Dots picked up ASAP- 8 dots still in the gallery

Data Management (Vaughn)

- Vaughn is working on creating an artist address database on our website for artwalk registration
- This should be finalized and ready for March Artwalk registration
- Vaughn will set up another test for poster contest registration/submissions

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Communications (Kate)

- Kate will send out a new Save the Date newsletter
- Kate would like a new graphic to include in the newsletter

Open Floor

Meeting Adjournment

Next meeting:

Sun Jan 14th 2023 6:00 – 7:00 PM in the i5 Gallery or via zoom

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