



where  
*art*  
lives

## BREWERY ARTWALK ASSOCIATION

2100 North Main Street #A10  
Los Angeles, CA 90031  
www.breweryartwalk.com

### EXECUTIVE BOARD

MITZELLA, President; JAMES PAYNE, Treasurer, RICHARD GASKIN, 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 normally holds regular meetings the second Sunday of every month at the I5 Gallery 2100 N. Main St. #A10 LA CA 90031 at 6pm.

### MINUTES

SUNDAY November 11, 2018

6:00 – 7:00PM

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

### Attendance

Dee Weingarden, Sarah Knouse, Dustin Knouse, Gatsby Corem, Qiu

### Board Members Present

Mitzella, James Payne, Richard Gaskin, Kate Hoffman

### Agenda Items

#### Opening Remarks/Acceptance of Minutes (Mitzella)

- Minutes from the October meeting have been reviewed and approved by Board.

#### Treasurer's Report (Jim)

- Current account balance is \$4,710.
- Balance does not include checks recently arrived from Hungry Nomad for \$1600, and Barbara's for \$850.
- Bill due for promotional expenses from KPCC for \$4500.
- Bill received from insurer for an initial amount of \$1800, which Jim will dispute as coverage appears broader than BAA's needs.
- Given income and expenses, BAA funds are expected to just meet immediate needs.
- Mitzella asked about a promotional expense from Modern Luxury, sent in error from them for coverage in a publication in Dallas, Texas. It appears to have been paid. She will review with their rep.

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## Board Business

### 1. Spring Artwalk Date

- Two look viable, April 6-7, and April 27-28.
- The latter option overlaps both Orthodox Easter and local Cinco de Mayo events.
- Board members present voted, unanimously approving April 6-7.
- Kate will contact UPS to confirm dates for use of their parking lot. Once UPS confirms BAA can publicly announce the dates.

## Fundraising (Jim)

### 1. Food trucks

- Payment from Hungry Nomad received.
- Will use Hungry Nomad again for April Artwalk.

### 2. Future Fundraising Ideas

- Organizational focus on shoring up reserves of operating funds is essential.
- Kate suggested setting up Affiliate account with Amazon for BAA, especially useful under Amazon's Smile program. Mitzella reminded the Board of the setup effort relative to the return. Kate will complete setting up the Amazon account. All present agreed that while useful, other revenue options will be needed.  
Kate asked about EventBrite fees, which are high for the minimal scope of services needed for the Artwalk. Sarah said she would discuss with Vaughn option for setting up our own registration system.
- Jim asked if anyone present is familiar with obtaining grants. Community member Qui noted that she does have experience in that area, and may be difficult to obtain for a specific event. Mitzella suggested we ask around in our community for residents who may be able to assist the grant writing process.  
Richard asked if it would be worth considering showings at I-5 Gallery in between Artwalks, with a revenue split between the artist and BAA.
- Richard asked if there might be opportunities for seminars, such as for managing the business side of art, for which the BAA could charge a fee and split the fee with the presenter.
- Jim suggested corporate sponsors, noting the challenges of funding a good sponsor which doesn't form a conflict of interest or diminish the reputation and role of BAA.
- Richard asked about increasing registration fees. More experienced Board members noted that such fee increases meet with significant resistance from participating artists.  
Mitzella reported that Vaughn had emailed a suggestion for an art vending machine, an idea that may have merit if we can find appropriate artists to participate.
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- Mitzella asked whether it would be worthwhile setting up a pay-by-text-message system to make it easier for people to donate to BAA.
- Richard asked if we might also consider adding a "Donate" button to the BAA web site.  
Mitzella noted that such a link is there now, perhaps could be featured more prominently.
- Kate asked about having community artists donate art that could be raffled or auctioned as part of a fundraiser.
- Richard asked if there may be ways to use the BAA web site to deliver year-round value beyond the two semi-annual events, perhaps asking participating artists for a fee for year-round presence. Mitzella and Kate noted that this had been discussed before, but needs to

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be carefully planned to avoid cannibalizing regular Artwalk registration. Worth discussing with Vaughn.

- Mitzella suggested renting the I-5 gallery to third-parties, within the contractual limits imposed by the BAA's gallery contract with the Carlsons. Kate suggested discussing these limits with Kristen Carlson to clarify what may be possible for this. Mitzella suggested possibly form a committee with select board members to explore more ideas for fundraising.

### **Advertising/Social Media/Communications (Mitzella)**

1. Postcard ideas review
  - Various style ideas reviewed by the Board, featuring different treatments for text layout, word placement, general theme.
  - Mitzella reminded the Board that to meet the goal of an early-April Artwalk we need to begin print advertising in January.
  - Mitzella will review the subset of designs favored by the Board with Ron and Tim (graphic designers) to brainstorm samples for Board to review in a future meeting.

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

(Vaughn not present; nothing to report on this from other Board members.)

### **I5 Gallery (Dee)**

1. Gallery Report
  - Most artists have picked up their work, a few remaining to be picked up.
  - Mitzella suggested artists still needing to pick up their work can schedule a time for that via email with Dee.
  - Dee reported very favorable reponse to I-5 Gallery showing during Artwalk.
2. Flood Impact on Gallery
  - Kate reminded the Board of the impact of the Gallery flooding from a few weeks ago, requiring cleanup of some signage and the gallery itself.
  - Mitzella suggested the Board schedule a cleaning day; date to be decided via email.

### **Logistics (Kate)**

1. Logistics report
  - Kate is waiting for notice from UPS on date to discuss Artwalk with UPS' new person handling that.
  - Some signage still outstanding, needs to be collected.

### **Community Outreach (Jen)**

1. Position Available
  - Jen has resigned this position, currently unfilled.
  - Mitzella discussed posting notice of the open position to the Brewery group on Facebook.
  - Kate suggested also sending notice of the position to the Artwalk registrant list.

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## Open Floor

- Qiu introduced herself as being new to the community, and asked for brief introductions from the Board.
- Gatsby said that he favored an increase in Artwalk registration fees, and asked about possible increase amounts which might work. Board replied that no amounts have been discussed since it had not been seriously considered in some time.
- Gatsby offered suggestions for working with vendors to sponsor donations for raffle. Kate noted Matthew Robinson as a contact at Blik with contacting for such a donation.
- Gatsby's clear understanding of both community and BAA needs prompted Kate to ask if he might be interested in joining the Board. Richard seconded the motion. Gatsby agreed.
- Board members present voted unanimously in favor of Gatsby filling the Board's Community Outreach role.
- Sarah suggested having a donation box in I-5 Gallery and possibly also in artists' lofts.

## Meeting Adjournment

## Action Items

- Jim to review policy details with insurer to remove any coverage beyond BAA's needs.
- Mitzella will review apparently mistaken bill from Modern Luxury with their new rep.
- Kate will contact UPS to confirm April 6-7 dates for next Artwalk.
- Baha will discuss with Vaughn options for setting up our own registration system.
- Board members will ask the community for anyone with experience in grant writing.
- Mitzella will review design options with Ron and Tim to brainstorm samples for Board to review in a future meeting.
- Dee will arrange art pickup via email with I-5 artists.
- Board needs to pick a date for I-5 Gallery clean-up day.
- Kate will gather outstanding signage, such as the one remaining at Barry's.
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**Next Meeting:** Sunday December 9, 2018 6pm at the I5 Gallery 2100 North Main St. #A10 LA CA 90031

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