



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 normally holds regular meetings the second Sunday of every month at the I5 Gallery 2100 N. Main St. #A10 LA CA 90031 at 6pm. Please note, this is a living document. Agenda items may change without notice. Final agenda will be available to the public at the corresponding meeting.

MINUTES

Sun April 11, 2021

6:00 – 8:20PM

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

Opening Remarks & Acceptance of March Minutes

Kate moves to accept minutes, Baha seconds acceptance

Treasurer's Report (Kate)

1. Review of books:
 - a. Total Balance after monthly payments: \$5,300.21 which includes the \$807.21 in the Paypal account
2. Change of Bank Records
 - a. Changed banking records so executive board members Kate and Veronica are on the bank account
3. Request made for BAA budget breakdown for fall Artwalk. Kate suggests a pie-chart diagram for clarity. Graphic can be utilized for future Artwalks.
4. Taxes will be completed with Jim before May 17th.
5. Mitzella asked if we will be setting up automatic bill pay. Kate says people are already receiving automatic payments

Fundraising (Kate)

1. Grant report
 - a. Second round/tier of California Relief Grants where more documents are being requested but the result looks promising. The maximum we can acquire is 5,000. Estimated finishing by 4.12.21

BOARD MEMBERS

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Board Business

1. Kristine Schomaker as new Social Media Director:
 - a. Sarah has asked to step down from the board as Social Media Director
 - b. Kristine Shomaker offered services as social media director. She has served on board before as social media representative, president, and secretary
 - c. The board voting for Kristine: a unanimous yes to have her join.
 - d. Kristine S. joined the meeting at 6:20 pm

2. Fall 2021 Artwalk Survey
 - a. A survey is being curated by the board to be sent out to residents to gauge their opinion about hosting a live Artwalk in the fall (instead of the spring)
 - b. Questions have been discussed by the board from the last meeting until now. Soon to be ready to be sent out to the public.
 - c. Kristine asks if a public survey would be sent out to newsletter subscribers. Mitzella says only after reaction from the residents is received.
 - d. Baha mentions a live gallery event in Los Angeles: Luminex. Located in South Park, where there was an exorbitant amount of attendees. A predominantly outdoor event with one indoor activity.
 - e. Baha says the LA Artshow is still happening.

3. Discuss resuming in person meetings starting in May
 - a. Mitzella motions for live meetings to begin next month. Meetings can then be opened to the public again.
 - b. Baha suggests having them in the garden.
 - c. Kristine is unsure about enclosed space but is okay with outdoor space such as the park.
 - d. Kate seconds and Vaughn thirds the motion

4. Spring 2021 Video Series
 - a. Discuss Resident Feedback
 - i. Two residents had passionate responses, two residents vocalized their enthusiasm and willingness to participate.
 - b. Resident Q & A
 - i. The questions we received from residents regarding the spring video series were discussed and the board is putting together a Q&A newsletter to send to residents to address their concerns.
 - c. First Host: Shana Nys Dambrot
 - i. Shana is going to ask questions and instigate conversation with the featured artists. She will be compensated.
 - ii. The goal is to bring critics, curators, and a variety of hosts is good for the eclectic residents.
 - iii. Will residents be able to choose their own hosts? We should give the artist the opportunity to suggest a host but the final decision should be decided by the board.

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2. Roll Out

- a. Anyone participating should get tested prior to collaboration. This is true even if individual is vaccinated. Locations close to Brewery campus.
- b. Filming Pilot
 - i. Proposed dates for filming based on Shana's availability:
 1. Thurs April 15 after 1pm
 2. Wed April 21 anytime
 3. Thurs April 22 after 1pm
 4. The weekend of the 24th-25th anytime
- c. Registration
 - i. Pricing: \$500
 1. Host is requesting \$150-200 per episode.
 2. People who have credit with the board (registered for Spring of 2020) can apply it towards participation.
 3. The board will email individually who carry a balance with us from last Spring with their current credit balance.
 - ii. Setup
 1. For registration, Mitzella suggested something similar to Artwalk.
 2. Kate suggests using other methods to save on Eventbrite fees.
 3. Kristine suggests using Venmo or Zelle to avoid fees.
 4. Checks should not be used as the primary method of payment.
 - iii. Duration
 1. Vauhn suggests to keep registration rolling. Using a first come first serve method.
 2. Once we get a better idea about whether Fall 21 Artwalk will be in person priorities might shift
 3. Mitzella discusses wiping gallery and putting up artists' work much like for artwalk when registration opens.

Logistics (Dustin)

5. Logistics Report
 - Dustin had to leave meeting early, nothing to report according to logistics

Advertising/ Graphic Design (Mitzella)

1. Video Series Title Treatment
 - a. Mitzella showcases title treatments/ motion graphics for the video series.
 - b. Board discusses the title of the series, its potential search effectiveness and current associations the title might hold.
2. Proposed Advertising for the Docuseries
 - a. Paid social media ads
 - b. Partnerships/ Interstitials
 - c. Future Home

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Social Media (Kristine)

1. Onboarding for Kristine Schomaker.
 - a. Email, slack, and social media access
2. Kristine suggests a google drive or a Dropbox where artists work can be published on social media
3. It was discussed posted on social media until the roll-out for video series is completed
4. The reasoning behind is so as not to compete with the marketing for the series.

I5 Gallery (Baha)

1. Gallery Report
 - a. Gallery rentals will continue to be suspended until further notice

Data Management (Vaughn)

1. Data Management Report
 - Plug-in causing problems. Will reach out to Dustin to get fixed. Cannot resort gallery page on the website.

Communications (Kate & Veronica)

1. Communications Report
 - a. 48% open rate on newsletter
 - b. Very few emails have come through the information line
2. Onboarding Veronica with phones, mail, info email and Constant Contact
 - a. Kate will show Veronica how this system works in the near future

Open Floor Meeting Adjournment

Next meeting:

Sun May 9th 2021 6:00 – 7:00PM via TBD (potentially in garden)

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