



where
art
lives

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 Aug 08, 2021

6:00 – 8:00PM

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

Additional attendees: Amber Clisura, Lauren Raquel, Jen Moore, Sean Sobczak, Shae Savin

Opening Remarks & Acceptance of Minutes

July minutes were not accepted. Kristine Schomaker requested additional changes. Veronica will work with Kristine to make the requested changes and the minutes will be approved outside of the monthly meeting.

Treasurer's Report (Kate)

1. Review of books
 - a. Current Bank balance \$4354.13

Board Business

1. Cancellation of Fall 2021 Artwalk
 - a. The official cancellation notice went out to residents on Aug 14th as a news letter.
 - b. Kate suggested that since we have not sent out cancellation notices to the general public in the past we wait and include it in our fundraising newsletter.
2. Presentation by Amber Clisura
 - a. Amber presented an idea for a tour program that she would like to spearhead for Spring 2022
 - i. The presentation included a PowerPoint outlining the program
 - ii. Proposed Tour Highlights:
 1. The tour program would enlist volunteers to give guided tours to visitors around the Brewery. Amber proposed she would be sourcing those volunteers from local schools and here extensive list of burning man volunteers and activists.

BOARD MEMBERS

MITZELLA, President; KATE HOFFMAN, Treasurer; VERONICA SCUPINE, Secretary; KRISTINE SCHOMAKER Social Media Director; BAHA DANESH, Gallery Director; VAUGHN HANNON, Data Management Officer; DUSTIN KNOUSE, Logistics Officer

2. Tours would be broken into category (i.e. painting, sculpture etc.) Volunteers sourced and organized by Amber would run hourly tours for visitors. Amber would also personally give a guided tour on the history of the brewery itself 3 times a day.
 3. Artists would opt in to participate in a tour or multiple tours
 4. Benefits to the community would include moving foot traffic to lower traffic areas of the brewery.
- iii. Questions from board members:
1. Kate asked about the logistical challenge of moving groups around such a large campus since the various categories would be scattered throughout the area. She noted some guests might lose interest and break away over the course of the tour. Amber acknowledged there might be some stragglers but felt that part of the benefit to guests would be covering such a large area that they might not otherwise see.
 2. Mitzella mentioned the need to get formal approval from insurance and Carlson Industries.
 3. Baha asked how volunteers would be compensated. She noted that for the Docent program student volunteers get college credit and the opportunity for a group show. Amber felt that volunteers would be motivated by altruism and would not require further incentives.
 4. Kate asked how volunteers would be trained especially if they are unfamiliar with the Brewery. Amber suggested bringing them in for a day or two of training ahead of time.
 5. Baha noted that finding student volunteers may be challenging especially if we are close to a finals week. Amber suggested that perhaps there could be some overlap between the docent program and the tour volunteers.
 6. Mitzella asked how much time Amber has for this project. Amber said she would not register for the fall Artwalk so she can devote her time to this project. She did not anticipate a problem with putting in the hours to work with the board and come to meetings when needed.
- iv. Mitzella didn't anticipate any issues with moving the project forward but felt the board should discuss it further outside of the meeting and get back to Amber with follow up questions and next steps before the next meeting.

Fundraising (Kate)

1. Grant Update
 - a. Kate had not heard back from the grant application but noted that a new window was opening up on the 27th and she plans to reapply.
2. Food Trucks
 - a. Kate talked to our former food truck organizer Tina who indicated we should try working with Debby Perez again.
 - b. The board noted that Debby was difficult to work with and would prefer to find someone new.
 - c. Baha suggested she'd keep an eye out for someone when she attends events.

BOARD MEMBERS

MITZELLA, President; KATE HOFFMAN, Treasurer; VERONICA SCUPINE, Secretary; KRISTINE SCHOMAKER Social Media Director; BAHA DANESH, Gallery Director; VAUGHN HANNON, Data Management Officer; DUSTIN KNOUSE, Logistics Officer

Logistics (Dustin)

1. UPS
 - a. New contact at UPS is Jason
 - b. According to Jason we are approved to use part of the parking lot provided we provide a certificate of insurance and 2 additional guards.
 - c. Dustin noted that we currently employ 1 captain and 4 guards from Reel Security and that adding two more seemed doable. We already supply a certificate of insurance to UPS so nothing would change in that regard.
 - d. Mitzella requested Dustin follow up with Jason every 2-3 months just to make sure there are no changes and keep the lines of communication open.
2. Reel Security
 - a. Dustin has not been able to get ahold of Reel Security yet.
 - b. Dustin noted that this is not unusual for RS and that film production is extremely busy right now so they may be occupied. He will continue to try.

Advertising/ Graphic Design (Mitzella)

1. Billboard
 - a. At the July meeting Kathern Mullen (owner of Stronghold Gym) had suggested refreshing the billboard signage we share with them. At that time, she suggested that Stronghold could help the BAA financially with the cost.
 - b. Kathern forwarded an Email to the BAA with an updated quote from the billboard painter Wall Dogs.
 - c. Kate had not yet seen the email as she was out of town. She will follow up with Kathern about the quote.
 - d. Mitzella requested that she also clarify Stronghold's offer of financial help. Would it be a loan or would they be donating the money?

Social Media (Kristine)

1. Social Media
 - a. Nothing to report.

I5 Gallery (Baha)

1. Gallery AC Repair
 - a. Bill is currently out of town but will check in once he's back in a couple weeks.
2. LA Artshow and Felix Artshow
 - a. LA Artshow
 - i. had low attendance after the opening day.
 - ii. It was only 4 days instead of 5
 - iii. People wore masks.
 - iv. Baha spoke to Heidi who does their marketing and she mentioned that booth sales were really down and they ended up giving away a lot of booths.
 - v. Heidi said that they did their normal marketing and media buy for the show
 - vi. Sponsors included Mercedes and Tito's Vodka. Mercedes had a VIP lounge set up with signage and cars. Tito's Vodka had a booth.
 - b. Felix Artshow
 - i. 90% outdoors
 - ii. Did not require masks but asked for vax cards.
 - iii. No international section this year

Data Management (Mitzella for Vaughn)

1. Vaughn is out of town in Korea
2. Email
 - a. There were some issues with the initial email migration into google workspaces.

BOARD MEMBERS

MITZELLA, President; KATE HOFFMAN, Treasurer; VERONICA SCUPINE, Secretary; KRISTINE SCHOMAKER Social Media Director; BAHA DANESH, Gallery Director; VAUGHN HANNON, Data Management Officer; DUSTIN KNOUSE, Logistics Officer

- b. Vaughn reimported emails for everyone.
- c. If any board members were having issues with emails not showing up in folders, please check to see if this has been resolved.

Communications (Kate)

1. Communications
 - a. Kate is working on updating the brochure to add to the office's new resident welcome package.
 - b. Since the package is digital, the board discussed adding it to a private webpage on the baa website and just giving the office a link to include in their eDocument.

Open Floor

Shae Savin: Wanted to know if we were working on a live artwalk for Spring 2021 or another virtual one.

We Are working under the assumption that we will be able to do a live artwalk but the uncertain nature of the Pandemic may change that.

Meeting Adjournment

**Next meeting:
Sun Sept 12th 2021 6:00 – 7:00PM in the I5 Gallery**

ACTION ITEMS:

1. VERONICA will get together with KRISTINE to make changes to the minutes
2. BOARD will approve minutes online
3. KATE & MITZELLA will work to send Newsletter out to residents announcing fundraiser
4. MITZELLA & VAUGHN will monitor incoming video submissions
5. BOARD will discuss Amber's proposal and get back to her with next steps
6. KATE will reapply for grant
7. BAHA will keep an eye out for potential food truck organizers
8. DUSTIN will continue to try to contact Reel Security
9. DUSTIN will follow up with Jason at UPS in October or November
10. KATE will follow up with Kathern Mullen's Email and ask her to clarify her offer
11. KATE will continue updating the Artwalk brochure for new residents.
12. BOARD will check email folders and follow up with Vaughn if they are still missing anything

BOARD MEMBERS

MITZELLA, President; KATE HOFFMAN, Treasurer; VERONICA SCUPINE, Secretary; KRISTINE SCHOMAKER Social Media Director; BAHA DANESH, Gallery Director; VAUGHN HANNON, Data Management Officer; DUSTIN KNOUSE, Logistics Officer

BOARD MEMBERS

**MITZELLA, President; KATE HOFFMAN, Treasurer; VERONICA SCUPINE, Secretary;
KRISTINE Social Media Director; BAHA DANESH, Gallery Director; VAUGHN HANNON, Data
Management Officer; DUSTIN KNOUSE, Logistics Officer**