



## BREWERY ARTWALK ASSOCIATION

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

### EXECUTIVE BOARD

MITZELLA, President; JAMES PAYNE, Treasurer; JESSICA PIPER, 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.

### MINUTES

SUNDAY June 14, 2020

6:00 – 7:00PM

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

### Attendance

**Board:** Mitzella, Jim Payne, Kate Hoffman, Dustin Knouse, Sarah Knouse, Gatsby Coram, Vaughn Hannon

**Visitors:** N/A

### Opening Remarks /Acceptance of Minutes

1. Mitzella opened the meeting saying the that main objective would be to discuss options for the 2020 Fall Artwalk in light of the ongoing COVID-19 Pandemic/Quarantine.

### Board Business

1. Proposal of hosting a live virtual event for the 2020 Fall Artwalk
  - Mitzella stated that she spoke with the building owners and they are in agreeance that the best option would be to host some form of virtual event for the Fall Artwalk.
  - Mitzella made the point that the future is very unclear in terms of the pandemic, public gatherings and social distancing; therefore, a virtual event would give the BAA some reassurance of artists' and attendees' participation.
  - Dustin supported the idea by stating that a virtual event would reduce the risk of losing time and funds that would go into an event that may end up being cancelled.

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- Kate, Gatsby, Dustin, and Vaughn also agreed that a virtual event would be the best option
- Jim also agreed with the Virtual artwalk proposal but asked how registration costs for a virtual event would compare to normal registration fees. He also reminded the group of registration funds from the cancelled Spring Artwalk which have been set aside for those who paid to be able to apply towards their next registration.
- Everyone agreed that it was a good point to bring up but decided that the topic might be a longer discussion to dive into once more is known about costs.

## Open Floor

- Mitzella said she is leaning towards using Facebook Live as the streaming platform.
- Mitzella informed the group that she had already spoken with Kevin Flint, a current tenant at the Brewery, about his experience in organizing live virtual events – including other artwalk organizations which have transitioned to a virtual space during the quarantine.
- Mitzella proposed that the BAA works with Kevin Flint to organize and facilitate the virtual artwalk and asked for feedback on the idea.
- Everyone agreed that Kevin sounds like a great option and are open to learn more.
- Mitzella said the next step would be to talk with Kevin more about his process and how much it will cost. She said after that, we would need to get an idea of how many people would like to participate in a virtual artwalk.
- Vaughn clarified that the virtual event would basically consist of live streaming the tours of each artist's loft and asked if that would be the extent of what we would organize.
- Mitzella brought up the idea of possibly creating an ecommerce page that attendees/participants could be directed to for artists to sell their work. She also mentioned the possibility to do some fundraising and marketing through the digital platform as well.
- Jim suggested that he would like to have Kevin Flint join in on a meeting with the board to strategize on a timeline for streaming the live event as well as scheduling the virtual tours.
- Mitzella clarified that all of the live stream videos would not “go away” after the event and would be available and accessible to view on a digital platform. She also added that it would be a good plan to put together a program, same as always, and publish online so attendees/participants can follow along to the live stream.
- Dustin pointed out that there would be no need for insurance for this event and proposed the idea of tying fees to artists' sales made through the event's ecommerce page as opposed to charging for participation.
- Mitzella said it's a good idea to consider but is unsure if sales commission alone will cover all the costs. She did agree that if a registration fee is necessary it would be much less than in past, traditional artwalks.
- Mitzella stated it would be a good idea to start gauging interest of potential participants by sending out a survey.
- The group agreed that a survey would be the best place to start gathering information

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## Meeting Adjournment

### Action Items:

- Mitzella closed the meeting by mentioning the board members should start thinking about potential dates for the Fall Virtual Artwalk to propose in next month's meeting.
- Mitzella will connect with Kevin and see when he is available for a group meeting/strategy session
- Mitzella will follow up with board members to gather input on questions that should be included in the upcoming survey.

### Other Notes:

**Next Meeting:** Sunday July 12, 2020 6pm via Zoom (video conferencing app)

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