



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 July 12, 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, Baha Danesh

Visitors: Kevin Flint, Magella

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. Kevin Flint to Discuss Virtual Artwalk
 - Mitzella asked Kevin to give the group a rundown of what a virtual artwalk would look like working with his team and what he envisions for our event.
 - Kevin explained that his company (LA Art Tours) has been doing art tours at the brewery for about 12 years and have about 50 artists who participate. In these past tours they would have guides walk around groups of people into each artist's studio. For the upcoming virtual artwalk he envisions something similar only the tour guides would be walking around with a camera man instead of groups of people.

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- Each studio tour would be about 15 minutes, the guide introduces artists and then turns it over to the artist to talk about their work and show some pieces.
 - In the past couple of months, the virtual tours they've been doing have had thousands of people tuning in to the live streams from all over the world.
 - These live events attract a much larger audience than pre-recorded videos because they are more personal and are also interactive – guests can ask questions of the artists which would be relayed through the cameraman.
 - Their plan right now is to have 6 guides, each guide would cover a different genre of art. There would be 6 different live-stream “channels”; probably having 2 channels running consecutively at any given time.
- Baha asked how they would capture the interactive aspects that some artists pieces require.
 - Kevin said that might be a challenge but they usually do a good job at working with the artists on the best way to capture these aspects through video.
 - Baha asked what equipment would be used and Kevin answered they use the latest smartphones with highest resolution capabilities and “lab mics” or broadcast-type recording equipment.
 - Jim asked about the pace of the virtual tours and pointed out the possible issue of the audience’s limited attention span through the entire live stream.
 - Kevin said their solution for this is offering multiple channels for the audience to click through as well as links to the artists’ websites and an ecommerce page where they can browse art being sold.
 - Mitzella clarified that the live stream videos would be accessible for a while after the event so people could also go back and watch later if they missed anything.
 - Vaughn also pointed out that there would be a schedule of when each tour would be streaming so audience could plan when to tune in.
 - Mitzella asked Kevin how they would set up a sales channel and where that would be online.
 - Kevin said the best way would be to use an existing platform like Etsy.com or similar and they would make sure to provide plenty of links to that sales platform through the live stream platform.
 - Mitzella asked about their pricing for doing the tours.
 - Kevin broke down the costs for his workers which would include 6 tour guides for 2 days at the rate of \$50/hr. which would come out to about \$2,400. Additional costs are still unknown but Kevin said as long as his workers are getting paid well he will work on cutting back other rates as far as organizing the online platforms, etc.
2. Resident Survey
- Mitzella said that out of the 100 survey responses received, about 50 people said they would definitely like to participate in the virtual artwalk and the remaining 50 or so answered that they were unsure.
3. E-Commerce Options
- Mitzella received quotes for using Artsy as an online gallery/marketplace and asked the group their feedback on their pricing.
 - The group agreed that it is too expensive and probably not our best option
 - Dustin said he is in favor of Etsy for its popularity and ease of use
 - Vaughn said he has looked into Woocommerce and said he liked it and that it is easy to use though we would need to manage all of the inventory ourselves.
 - Pip pointed out that if we were to use Etsy or a similar platform that will help promote products sold on their sites, it would be smart to start adding products in advance to gain marketing traction before the event.

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- Kate asked if Etsy sells much artwork because she has mostly seen more craft type items.
- Mitzella said she has seen just about every type of products sold on Etsy and Dustin pointed out that we would link the audience right to the product pages so other products sold on the website would likely not be seen.
- Mitzella pointed out that from the survey responses we received, 75% of people said they are not currently selling on a personal website and 62% aren't selling their work online at all.
- Based on this info as well as other responses on survey, Mitzella proposed the idea of charging artists for products listed on our online marketplace for the event instead of charging for participation in the virtual tours.
- The group liked the idea but agreed that some artists would probably not like to list items on our sales platform and a "zero dollar commitment fee" would likely lead to scheduling issues if people were to back out last minute. Additionally, this might not end up covering cost of services from LA Art Tours and their employees.
- Mitzella said she would like to hold a town hall to talk to people about our vision for the virtual artwalk as well as explain the current funds and how they are being used so that everyone has a better understanding going into the virtual artwalk.
- Jim agreed and Kate suggested we try to include Kevin in the town hall for potential questions about the virtual event.

Meeting Adjournment

Action Items:

- Decide on dates for the upcoming town hall as well as lock down a date for the Fall Virtual Artwalk

Other Notes:

Next Meeting: Sunday August 9, 2020 6pm via Zoom (video conferencing app)

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