



## 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 August 9, 2020

6:00 – 7:00PM

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

### Attendance

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

**Visitors:** N/A

### Opening Remarks /Acceptance of Minutes

1. Mitzella updated the group on meeting minutes saying that June minutes would be finalized and sent out today and July Minutes need to be reviewed but will be finished soon.

### Board Business

1. Damage to the wall in I-5 gallery
  - Mitzella informed the board that there was recently some damage in the I-5 Gallery due to an incident involving a resident. The quote to get the damaged wall repaired was estimated to be around \$400; Mitzella said she plans on sending the quote to the resident responsible for the damage.
  - The group agreed that the quote should be sent to the resident in hopes that the BAA funds will not need to be spent on the repair.

#### BOARD MEMBERS

MITZELLA, President; JAMES PAYNE, Treasurer; JESSICA PIPER, Secretary;  
DUSTIN KNOUSE, Logistics Director; KATE HOFFMAN, Logistics Officer;  
VAUGHN HANNON, Data Management Officer; BAHA DANESH, Gallery Director;

## 2. Artwalk Registration

- Mitzella brought up the E-Commerce aspect of the Virtual Artwalk which has been previously discussed by the board. She asked the group if it might be best to leave this for the individual artists to handle since the responses on the survey were so polarized. She also pointed out that there might be too much liability for the BAA to take on shipping & handling of the art that is sold.
- The group agreed and decided the best option is to charge a flat rate for registration instead of offering and charging for artists to sell their work on an ecommerce platform.
- Mitzella asked Vaughn about getting registration set up moving forward
- Vaughn said it will not take long for him to get it up and running as soon as we decide the costs.
- Mitzella asked the group what they thought we should charge artists to register based on the \$3,000 estimated cost of organizing the event.
- The group settled on an agreement of \$50 registration fee.
- Jim asked if we would be allowing artists to use their credit from the cancelled Spring artwalk to pay for the Fall Virtual Artwalk.
- Vaughn said he would be able to keep track of this through registration submissions so the group agreed that we should allow artists to use \$50 of their previous credit towards the Virtual Artwalk.

## 3. Town Hall

- Mitzella asked if we should move forward with planning and scheduling a Town Hall for residents who have questions about the Virtual Artwalk.
- Kate pointed out that sending information over email would not suffice and the group agreed that a Town Hall seems necessary.
- Mitzella asked who should be on the panel to answer questions and the group decided on Mitzella, Jim Payne, Vaughn Hannon, and Kevin Flint.

## 4. Decision on upcoming dates

- The board decided the best weekend to schedule the Fall Virtual Artwalk would be October 24-25
- The group discussed some potential dates in late August to hold the Town Hall but agreed to ask for residents' input before locking in a day/time.

## Meeting Adjournment

### Action Items:

- Mitzella is going to post on Brewery Happenings Facebook page to ask residents when they would be available to attend the Virtual Town Hall.
- Vaughn is going to begin setting up registration process

### Other Notes:

**Next Meeting:** Sunday September 13, 2020 at 6pm via Zoom (video conferencing app)

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