



## 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](mailto: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 October 11, 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, Vaughn Hannon, Baha Danesh

**Visitors:** N/A

### Opening Remarks /Acceptance of Minutes

1. Mitzella confirmed that the most recently approved minutes had been posted on the BAA website by Vaughn and that that the September minutes were still being completed by Pip.

### Treasurer's Report (Jim)

1. Review of books
  - Current balance is \$12,062
  - Outstanding Accounts Payable Include 2 Water/Power Bills for the I-5 Gallery
  - Jim estimated a balance of a little under \$12,000 once all outstanding invoices are paid.

#### BOARD MEMBERS

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JONNO AGNEW, Community Outreach Officer; BAHA DANESH, Gallery Director;  
VAUGHN HANNON, Data Management Officer; KATE HOFFMAN, Logistics Officer

## **Fundraising (Jim)**

2. Covid Relief Grant for Artists (Update)
  - Jim confirmed that the BAA does qualify for one of the grants for which he filled out and submitted an application. He said that it's a lottery system and the recipients would be known at the end of October.

## **Board Business**

1. Zoom Webinar Subscription
  - Mitzella informed the group that she would be purchasing another Zoom subscription for hosting simultaneous webinars for over 100 attendees; this purchase would extend our upgraded Zoom subscription through the end of October.

## **Logistics (Dustin)**

1. Scheduling
  - After the close of Tier 1 registration Dustin will work with Kevin Flint to start scheduling the loft tours.
  - Mitzella suggested that we consider reversing the schedule on the second day of the Artwalk so that the artists won't have to be at the very beginning or the very end on both days and the group agreed that would be best.
  - Mitzella gave Dustin a heads up that there were a couple of people who had requested to only participate on one day (either Saturday OR Sunday) instead of both days and Kevin already said that wouldn't be a problem
2. Rehearsal
  - Dustin will talk to Kevin and lock down a date for rehearsals but he said that the weekend before (most likely Saturday, Oct. 17) would be the best time to do it.
3. Testing for Guides/COVID-19 Safety
  - Dustin is putting together a document for the LA Art Tours crew as well as for the participating artists to outline best practices and safety guidelines, etc.
  - The document for the event crew would include instructions for getting tested for COVID-19 and sending test results to the BAA before the event.

## **Advertising/ Graphic Design (Mitzella)**

1. Social Media Marketing
  - Mitzella confirmed that all of the graphics have been finalized for the event marketing materials.
  - Kate asked if we could get some postcards with the event graphics to send out with the newsletter and Mitzella confirmed there would be postcard-sized prints that would work.

## **I 5 Gallery (Baha)**

1. Preview Show
  - Mitzella asked Baha if she had received enough submissions for the preview show to be able to post some pieces as promoted ads on social media.
  - Baha confirmed that she received 13 submissions so there should be enough content to promote on social.
  - Baha said she plans on starting to post preview show submissions on social media this upcoming week.

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## **Data Management (Vaughn )**

1. Registration
  - There are currently 38 total registrants
2. Web page Update
  - Vaughn said he added the virtual artwalk page to the website and he's working on embedding the live youtube stream so it can be viewed directly on the BAA page of the website.
  - There were a few last minute preview show submissions that still need to be added to the site.

## **Communications (Kate)**

1. Newsletters
  - Kate asked if anyone had suggestions for the newsletter since this artwalk is such a different format from the past.
  - Mitzella suggested she put together a rough draft and send it out to the group for suggestions/changes.
  - Kate said she can have something drafted up in the next 1-2 days.
2. FAQ
  - Kate said she is still working on the FAQ email.

## **Meeting Adjournment**

### **Action Items:**

- Dustin will confirm date for rehearsals
- Baha will choose pieces from preview show to use for social media advertisements
- Kate will send out a test email with the first draft of the newsletter

### **Other Notes:**

**Next Meeting:** Sunday November 8, 2020 at 6pm via Zoom (video conferencing app)

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