



Arts And Recreation Committee

January 15th, 2008 @ 6:30 p.m.

LACMA / 5905 Wilshire Blvd. / Los Angeles, California 90036

ACTION MINUTES

Call to Order @ 6:35pm & Roll Call: A Quorum was present.

Committee Members Present: Sabrina Simmons, David Mann, David Strouse, Bruce McCormick and Donald Battjes, Acting Chair.

No public in attendance

I. Miracle Mile Art Walk – January 19th, 2008

a. Distribution Plan for the 19th

i. Flyers:

1. Park La Brea: Bruce
2. Newsstand: David Mann
3. CBS: David Strouse
4. LACMA: Don

ii. Posters:

1. Galleries & Businesses: Sabrina

b. Flyer re-design

The committee discussed the problem with advance distribution of the flyer on a monthly basis (EX: Park La Brea requires the flyers to fill their newsletters the end third week of the month preceding the event). It was decided to issue four flyers per year as follows:

WINTER Months:	January to March
SPRING Months:	April to June
SUMMER Months:	July to September
AUTUMN Months:	October to December

The flyer would always list all of the galleries with the general "Third Saturday" format. The "variable graphic box" would be at the top of the page, listing the Host Galleries & Food vendor for the three months of that "Season". The bus & trolley routes would cover the entire area, even though the host galleries would alternate between the "Northern (La Brea) route" and the "Southern (Wilshire) route". See attached draft sample.

II. Gallery Involvement: The committee agreed it would be beneficial to have another meeting with all of the gallery owners. LACMA agreed to host the event in March. To be discussed and finalized at the February meeting of this committee.

III. Schedule of Host Galleries thru June 2008: The committee suggested switching the February and March host galleries, as LACMA will be having its Grand Opening events the weekend of the next MM Art Walk; Jack Rutberg to be contacted for March.

IV. Resignation: The committee regrettfully accepted the resignation of Jim O'Sullivan.

NEXT MEETING: The next Committee meeting is Tuesday, February 19th @ 6:30pm,