

Attending Committee Members: Billy Baughman, Shawni Dracoules, David Mann, Bruce McCormick, Barbara Pflaumer, Sabrina Simmons

Attending Public: Tracy Dennison, Tobey & Allen Moss, Rick Risemberg

Call to Order: 6:40PM

Roll Call & Introductions (everyone introduced themselves)

Public Comments

The minutes from the July 6<sup>th</sup> meeting were unanimously approved.

Allen Moss discussed the purpose of the Art Walk, informed the committee that the Tobey Moss Gallery was not able to quantify the effect of the Art Walks and queried the committee if there was anything we and gallerists could do to help with achieving the tacit goal of increasing sales. David and Shawni explained the amount of work that goes into each Art Walk. Rick pointed out that participating is free advertising for no money and a minimum of effort on the part of the gallerist. Tobey would like to see the Art Walk become more of a cultural experience rather than the social experience it currently is. Shawni asked Allen to send an e-mail to her listing his concerns. Shawni also informed Allen and Tobey that it would be greatly appreciated if they would send a letter to Paul Koretz requesting that he earmark funds for the Art Walk.

Bruce McCormick will draft a letter – including copies of documentation, for a refund from Starline Tours. The bus they sent for the July Art Walk did not in any way resemble what was ordered and the driver was surly.

Shawni pointed out that it is imperative that the galleries inform their lists when the Art Walk is happening. She has been trying to get the Art Walk mentioned in the LA Weekly, but to no avail. Tobey asked if a pledge request has been made to the galleries yet, and Shawni replied she has considered asking the galleries to contribute \$25.00 each quarter to the Art Walk, but hesitates doing so. Bruce asked Allen to send his ideas to Shawni.

David Mann reported on the progress he is making with branding the area and naming it an Arts District. He distributed petitions for committee members to see and distribute at local businesses. Barbara asked David about the purpose of naming the area. The name is still open for discussion. Rick suggested that David contact editor of the Los Angeles Business Journal – Charlie Crumpley, for assistance. David mentioned that he is working with BID – the Business Improvement District.

Allen mentioned that Pacific Standard Time will be an amazing exhibition extravaganza and begins October 2011.

The Berlin Wall Panels will be present for the October Art Walk. N/X is the dance company tentatively scheduled to perform in front of The Wall for the October Art Walk. David is meeting with the choreographer on Thursday 8/19/10. David expressed frustration that he cannot offer the company money for their performance, only publicity.

We were shown the Art Walk banner. Shawni is currently seeking a company to provide us with stands to display the banners.

Shawni mentioned that she needs greater efficiency with the Art Walk planning calendar, and could really use more assistance.

Shawni was interviewed about the Art Walk by an elite publication.

September 10, 2010 is the deadline for David to get October Art Walk info to Shawni.

Tracy let Shawni know that the Starline Bus driver was rude. Shawni asked her to send her observations via e-mail.

Meeting adjourned: 7:57PM

Next meeting: Tuesday, September 2nd, 2010 @ 6:30PM at:  
LACMA's Plaza Café (inside the Bing Theatre)  
5905 Wilshire Boulevard, L.A. CA 90036

Respectfully submitted by Sabrina Simmons – Committee Recording Secretary