



arts district
los angeles

ARTS DISTRICT LOS ANGELES

ADLA MINUTES

October 18, 2023, 1:30PM
Virtual Meeting

- I. **Call to Order**
Board Member Wulf called the October ADLA Board Meeting to order at 1:35 pm. Vargas took roll call and then notified Wulf that a quorum of the Board was present.
- II. **Public Comments**
Wulf asked for public comment, seeing none, he moved on.
- III. **Approval of ADLA Board Meeting Minutes**
Wulf called for approval of the minutes. Normandin motioned to approve the minutes, which were seconded by Gallo. The minutes were approved unanimously.
- IV. **Public Safety Report**
Officer Zambrano was not present.
- V. **Presentations**
Wulf asked Lululemon to begin their presentation. Kelli from EKA shared that her client DMSE Sports, was partnering with Lululemon to organize a 10k in the Arts District. Kelli provided some background on the organization and shared the route map. There were a few questions about street closures, event time and street closure times. After Kelli's presentation Wulf thanked Kelli then moved onto the Artist Report.
- VI. **Artist Report**
Mitchell and Normandin began by saying that they recently met with Warren Brand of Branded Arts and then invited him to present to our entire Board. Wulf welcomed Warren and invited him to begin his presentation. Warren introduced himself and shared a slideshow about his company. Warren explained that he works with developers to help incorporate, public-facing, world class art into their projects. Warren highlighted murals and other art projects that he has done all over LA, the country and the world. Many of the Board members were impressed with the murals that Warren has helped install. Wulf thanked Warren and the artist committee before moving on.
- VII. **LARABA Update**
Rosenfeld gave the LARABA update. He said that LARABA is under new and stable leadership. Rosenfeld gave a brief overview of LARABA's recent initiatives, like grants to artists, the continued operation of the City Hall farmers market as well as a few other projects that LARABA was working on. Wulf thanked Rosenfeld and moved onto the next item.

VIII. New Business

Vargas no new business.

IX. Meeting Adjourn

Chairman Wulf concluded the meeting at 2:21 p.m.

BOARD OF DIRECTORS	PRESENT	ABSENT	BOARD OF DIRECTORS	PRESENT	ABSENT
Thomas Wulf	X		Adam Normandin	X	
Frank Gallo	X		Chris Pearson		X
Dilip Bhavnani	X		Lauren Phillips	X	
Matt Klein	X		Dan Rosenfeld	X	
Pouya Abdi	X		Mark Rothenberg	X	
Yuval Bar-Zemer		X	Cindy Schwarzstein	X	
Aram Garikian		X	Michael Soroudi	X	
Paul Holliday	X		David Stahl	X	
Matthew Marquez	X		Beth Stryker	X	
Rebecca Liu-Morales	X		Lisa Vacca-Brown		X
Valerie Mitchell	X		Shep Wainwright	X	