

CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission (ACAC)
PERFORMING ARTS AND CULTURAL AFFAIRS SUBCOMMITTEE
MEETING AGENDA

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting; If you require special assistance to participate in this meeting, (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Office of the City Clerk at least 48 hours prior to the meeting. For information on public transportation, 323.GO.COMMUTE (323/466-3876) or go to www.metro.net.

Written materials distributed to the Art on the Outside Subcommittee within 72 hours of the Art on the Outside Subcommittee meeting are available for public inspection immediately upon distribution in the Economic Development Department at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the Art on the Outside Subcommittee meeting at the staff liaison's table

Thursday, March 8, 2012

5:00 p.m.

Location: Community Conference Room – City Hall
8300 Santa Monica Blvd., West Hollywood

- I. **CALL TO ORDER (5:00 p.m.)**
 - A. Roll Call
 - B. Posting of the Agenda
 - C. Staff Comments on the Agenda
 - D. Approval of the Agenda

- II. **APPROVAL OF MINUTES**

The Subcommittee will review and approve the minutes of February 9, 2012.

- III. **ITEMS FROM THE PUBLIC**

The public is given the opportunity to address the Subcommittee on any item within its responsibility. At the discretion of the Subcommittee, speakers may be limited to three minutes each.

- IV. **NEW BUSINESS (5:10 p.m.)**
 - A. **Kugel Off Festival (5:10 p.m.)**

The Subcommittee will receive a presentation from Robert Adler Peckerar, Executive Director of Yiddishkayt LA, proposing a festival for fall 2012, which would feature tastings of kugel and other cultural activities associated with the Jewish, Eastern European, and Yiddish cultures.

Recommendation: Receive presentation and provide direction as applicable.

 - B. **2013 Arts Grant Program Application and Guidelines (5:20 p.m.)**

The Subcommittee will review draft applications and guidelines for the 2013 Arts Grant Program including the City Arts Grants, Cultural Resource Development Grants, and Arts Participation Grants.

Recommendation: Review draft applications and provide direction as applicable.

V. UNFINISHED BUSINESS (5:30 p.m.)

A. Pride Month 2012 Evaluation Strategy and Methodology (5:30 pm)

The Subcommittee will discuss strategies and methodology to evaluate Pride Month 2012 arts and cultural programs.

Recommendation: Discuss and provide direction as applicable.

B. Pride Month 2012 Public Relations, Communication and Marketing Strategy (5:40 p.m.)

The Subcommittee will discuss public relations, communication and marketing strategy to promote Pride Month 2012 arts and cultural events and programs.

Recommendation: Discuss and provide direction as applicable.

C. Winter Sounds 2012 (5:50 p.m.)

The Subcommittee will review a draft of the Winter Sounds application and guidelines.

Recommendation: Review draft and provide direction as applicable.

D. Performing Arts and Cultural Affairs Projects (6:00 p.m.)

The Subcommittee will discuss as needed Performing Arts and Cultural Affairs projects under the Subcommittee's oversight:

- Arts Grant Program 2013
- New West Hollywood Library Programming
- Plummer Park Fiesta Hall mitigation, management and programming
- Poet Laureate Program
- Pride Month – One City / One Pride
- Summer Sounds/Winter Sounds
- The Big Read

Recommendation: Discuss and provide direction as applicable.

VI. ITEMS FROM THE SUBCOMMITTEE (6:10 pm)

VII. ITEMS FROM THE STAFF

VIII. DEVELOPMENT OF NEXT MEETING AGENDA

The Subcommittee will advise staff on the development of the April 12, 2012 meeting.

IX. ADJOURNMENT (6:20 pm)

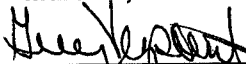
The Performing Arts and Cultural Affairs Subcommittee will adjourn to its next scheduled meeting on Thursday, April 12, 2012 at 5 p.m. in the Community Conference Room in City Hall.

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood, in the Administrative Services Department, in the Office of the City Clerk and that I posted this agenda on:

Date: **March 2, 2012**

Signature: 
Office of the City Clerk