

**CITY OF WEST HOLLYWOOD**  
**Arts and Cultural Affairs Commission**  
**ART ON THE OUTSIDE 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, call 323.GO.METRO (323/466-3876) or go to [www.metro.net](http://www.metro.net)

Written materials distributed to the Urban Arts Subcommittee within 72 hours of the Urban Art 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 Urban Arts Subcommittee meeting at the staff liaison's table.

**Thursday, October 25, 2012 – 3:30 p.m.**

Location: Community Conference Room, 1<sup>st</sup> Floor, City Hall  
8300 Santa Monica Boulevard, West Hollywood

**I. CALL TO ORDER (3:30 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/ACTIONS**

The Subcommittee will review and approve Minutes/Actions of August 23, 2012 meeting minutes.

**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**

**A. Going Between – ART 1307, LLC (3:40 P.M.)**

The Subcommittee will review a Temporary Art Project Proposal submitted by ART 1307, LLC for the proposed project, "Going Between" for installation in the West Hollywood Library in 2013.

**Recommendation:** Review proposal, receive presentation and provide direction as applicable.

**B. Temporary Art Wrap – 7111 Santa Monica Blvd. 1234 La Brea Ave. (3:50 P.M.)**

The Subcommittee will review a Temporary Art Project Proposal submitted by Creative Registry and will receive a presentation from Samantha Riccio on a proposed art wrap

on the chain link fence around the construction site at 7111 Santa Monica Boulevard and 1234 La Brea Avenue. The Subcommittee will consider approving the art wrap at both locations as "art".

**Recommendation:** Receive presentation and approve for ratification by the Arts and Cultural Affairs Commission the proposed temporary art wrap at 7111 Santa Monica Boulevard and 1234 La Brea Avenue as "art".

**C. The Roxy Project (4:00 p.m.)**

The Subcommittee will receive a presentation from Heather Kohos, Chief Brand Officer & Marketing Director at The Roxy, on the proposed installation of a new mural titled "*I Love this City*" by artist Annie Preece on the eastside of the building's exterior in conjunction with The Roxy's online to offline music, art, culture and technology initiative. The Subcommittee will also consider approving for ratification by the Arts and Cultural Affairs Commission the mural as "art" for installation in October 2012.

**Recommendation:** Receive presentation and approve for ratification by the Arts and Cultural Affairs Commission the mural "*I Love this City*" by Annie Preece as "art" for installation on the eastside of the Roxy's exterior in October 2012.

**D. The Aaron Brothers Project (4:05 p.m.)**

The Subcommittee will receive a presentation from Katy Hanson, Vice President, Marketing, with Aaron Brothers Art & Framing, on potential artists to install a work in the window of the renovated Aaron Brothers store on Santa Monica Blvd., as required by the City's Planning Division.

**Recommendation:** Receive presentation and approve one or more artists with appropriate qualifications to install an art work in the window of the store.

**E. A "New" Eastside Arts Initiative (4:15 p.m.)**

The Subcommittee will discuss a "new" Eastside Arts Initiative to bring more temporary and public art opportunities to the City's east side with Tatiana Rodzinek, the City's staff liaison to the Russian Advisory Board.

**Recommendation:** Discuss and provide direction as applicable.

**V. UNFINISHED BUSINESS**

**A. LAND (Los Angeles Nomadic Division) – Liz Craft Sculpture Project (4:25 p.m.)**

The Subcommittee will receive a presentation from LAND and multimedia artist Liz Craft on a proposed sculpture project to include an updated project description, alternative location(s), and budget.

**Recommendation:** Receive presentation and provide direction as applicable.

**B. Art on the Outside Current and Potential Projects (4:35 P.M.)**

The Subcommittee will discuss as needed Art on the Outside projects under the Subcommittee's oversight:

Author, Author (August 2012)	Neon Sculpture Project
Contemporary Art Encounter Project/One Day Residencies	Sweetlove Sculpture Project (2013)
Cosimo Cavallaro's Jelly Bean (2013)	The Roxy Project

Creative Voltage – Jennifer Cecere Project	Tierra del Sol Collective Project
Frostig Collection (2012)	Tsipi Mani Sculpture Project
Install WEHO (09/16/2012)	LAND – Liz Craft Project

**VI. ITEMS FROM THE SUBCOMMITTEE (4:40 P.M.)**

**VII. ITEMS FROM THE STAFF**

**VIII. DEVELOPMENT OF THE NEXT MEETING AGENDA**

The Subcommittee will advise staff on the development of the November 29, 2012 special meeting agenda.

**IX. ADJOURNMENT (4:50 P.M.)**

The Art on the Outside Subcommittee will adjourn to its special meeting scheduled Thursday, November 29, 2012 at 3:30 p.m. in the Community Conference Room at 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: Oct. 18, 2012

Signature *Calvin Tan*