

**CITY OF WEST HOLLYWOOD
Arts and Cultural Affairs Commission
ART ON THE OUTSIDE SUBCOMMITTEE
SPECIAL 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.

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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, December 19, 2013 – 3:30 P.M.
Location: Community Conference Room, 1st Floor, City Hall
8300 Santa Monica Boulevard, West Hollywood

I. CALL TO ORDER (3:30 P.M.)

- A. Roll Call
- B. Staff Comments on the Agenda
- C. Approval of the Agenda

II. CONSENT CALENDAR (3:35 P.M.)

The following routine matters can be acted upon by one motion. Individual items may be removed by the Subcommittee for separate discussion. Items removed for separate discussion will be heard following Unfinished Business Items.

A. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, West Hollywood Park Auditorium, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station.

RECOMMENDATION: Receive and File.

B. Approval of the Minutes

The Subcommittee will review and consider approval of the minutes of the prior Subcommittee meeting.

RECOMMENDATION: Approve the minutes of October 24, 2013.

III. ITEMS FROM THE PUBLIC (3:40 P.M.)

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 (3:45 P.M.)

A. Temporary Art Project Proposal – “Embrace” Mural Project (3:45 P.M.)

The Subcommittee will review and consider approval of a temporary mural project, "Embrace," by artist Karlsen Clay for installation on the northwest corner wall of West Hollywood Park between the basketball courts in April 2014.

RECOMMENDATIONS:

1. Discuss the use of this wall for potential use as a mural location.
2. Discuss and consider approval of the temporary mural project "Embrace" by artist Karlsen Clay according to review criteria:
 - Overall excellence of the proposed project.
 - Potential of the art to enrich and diversify the City of West Hollywood while maintaining a high level of aesthetic quality and artistic integrity consistent with the mission of the Arts and Cultural Affairs Commission.
 - Relationship and relevance of the project to the West Hollywood community.
 - Educational opportunities associated with the project to broaden community participation, highlight or stimulate further interest in visual culture.
 - Appropriateness of qualifications of artist(s), curator(s), and/or other primary individuals involved in creating, producing or otherwise implementing the project.
 - Ability and willingness to collaborate with City staff, stakeholders and contractors.
 - Costs, including but not limited to shipping, fabrication and installation and staff resources.
 - Probability of successful execution.
 - Completeness of application.

B. Temporary Art Project – "Love" Mural Project (3:50 P.M.)

The Subcommittee will review and consider approval of the temporary mural project "Love" by artist Curtis Kulig as "art" and not creative signage for installation above the former newsstand at Hancock and Santa Monica Boulevard in 2014.

RECOMMENDATION: Discuss and consider approval of the temporary mural project "Love" by artist Curtis Kulig according to review criteria:

- Overall excellence of the proposed project.
- Potential of the art to enrich and diversify the City of West Hollywood while maintaining a high level of aesthetic quality and artistic integrity consistent with the mission of the Arts and Cultural Affairs Commission.
- Relationship and relevance of the project to the West Hollywood community.
- Educational opportunities associated with the project to broaden community participation, highlight or stimulate further interest in visual culture.
- Appropriateness of qualifications of artist(s), curator(s), and/or other primary individuals involved in creating, producing or otherwise implementing the project.
- Ability and willingness to collaborate with City staff, stakeholders and contractors.

- Costs, including but not limited to shipping, fabrication and installation and staff resources.
- Probability of successful execution.
- Completeness of application.

V. UNFINISHED BUSINESS (4:00 P.M)

A. Mural Program Process and Guidelines (4:00 P.M.)

The Subcommittee will review a proposed new process and guidelines for murals.

RECOMMENDATION: Discuss and provide direction, modifications and recommendations as applicable.

B. City of West Hollywood’s 30th Anniversary Year of Cityhood (4:15 P.M.)

The Subcommittee will receive an update from staff on special programming in conjunction with the City of West Hollywood 30th Anniversary Year of Cityhood from November 2014 – October including *Art AIDS America*; *100 Walkers Project*; *Tierra del Sol Collective Project*; and the feasibility of a pop-up gallery.

RECOMMENDATION: Discuss and provide direction and recommendations as applicable.

C. Art on the Outside Current, Upcoming and Potential Projects (4:30 P.M.)

The Subcommittee will receive an update from staff and public art consultant Rebecca Ansert on current AOTO Projects and discuss as needed AOTO projects under the Subcommittee’s oversight:

100 Walkers – Richard Kraft (FY 2014-15)	Sam Falls Sculpture Project / LA><ART (FY 2013-14)
Anna Sew Hoy Sculpture Project / LA><ART (FY 2013-14)	Sweetlove Sculpture Project (FY2013)
Cosimo Cavallaro’s Jelly Beans (FY2013-14)	The Roxy Project (on-going)
Creative Voltage – Jennifer Cecere Project (FY2013-14)	Three Horn Beast – Emily White (FY 2013-14)
The Diver (FY 2013-14)	Tierra del Sol Collective Project (FY 2014-15)
Illuminated Sculpture Project – Shana Mabari (FY 2013-14)	Tsipi Mani Sculpture Project (FY 2013-14)
Lark Gallery On-Line Project (FY2014)	West Hollywood 30 th Anniversary Year of Cityhood
Ramiro Gomez Mural (FY 2013-14)	Videotron – 9039 Sunset Boulevard

RECOMMENDATION: Provide direction as applicable.

VI. EXCLUDED CONSENT CALENDAR (4:40 P.M.)

VII. ITEMS FROM THE SUBCOMMITTEE

VIII. ITEMS FROM THE STAFF

IX. DEVELOPMENT OF THE NEXT MEETING AGENDA

The Subcommittee will advise staff on the development of the January 23, 2014 meeting agenda.

X. ADJOURNMENT (4:50 P.M.)

The Art on the Outside Subcommittee will adjourn to its next regular meeting scheduled Thursday, January 23, 2014 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 Office of the City Clerk and that I posted this agenda on:

Date: Dec 13, 2013

Signature *Carolina Ros*