

CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MINUTES
March 27, 2014

I. CALL TO ORDER

The meeting was called to order at 5:00 p.m. by Commission Chair Yelena Zhelezov.

A. Roll Call

Present: Commissioners Yelena Zhelezov, Candice Beroukhim, Beverly Denenberg, Peter Mays, Madeleine Rackley and Todd Williamson.

Absent: J. Dallas Dishman

Staff Liaison: Absent

Recording Secretary: Administrative Specialist IV Prentis Bonds

Staff: Economic Development and Cultural Affairs Coordinator Michael Che

B. Staff Comments on the Agenda

None.

C. Approval of the Agenda

ACTION: Motion by Commissioner Denenberg, seconded by Commissioner Rackley and approved unanimously.

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion. No items were removed from the Consent Calendar for separate discussion under Excluded Consent Calendar.

Motioned by Commissioner Rackley, seconded by Commissioner Denenberg and approved unanimously.

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.

ACTION: Received and filed.

B. Approval of the Minutes

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

RECOMMENDATION: Approve the minutes of February 27, 2014. **Approved as part of the Consent Calendar.**

C. Performing Arts and Cultural Affairs Subcommittee Actions Reports

The Commission will receive and file the Performing Arts and Cultural Affairs Subcommittee Actions Report of March 13, 2014, and consider ratifying recommendations proposed by the Subcommittee.

ACTION: Receive and file report and ratify recommendations proposed by the Subcommittee including approval of five artists (*Julio Montero; La Sirena, Orquesta Mar de Ashé; Riverboat Dixie Jazz Band; The Judy Wexler Quintet; Tom Dower*) to perform at one of the five (5) Summer Sounds concerts and four (4) alternates (*CJS Quintet, Jennifer Leitham, John Proulx; and Incendio* who would serve as the alternate for *Julio Montero*). **Approved as part of the Consent Calendar.**

D. West Hollywood Library Programming

The Commission will receive and file a report of arts and cultural programs and events at the West Hollywood Library.

ACTION: Received and filed.

III. ITEMS FROM THE PUBLIC

None.

IV. NEW BUSINESS

A. soundSpark Music Series – West Hollywood Library

The Commission will review, discuss and consider approval of additional funds to support soundSpark, a monthly music series produced by SASSAS held in the Children's Theater of the West Hollywood Library for an additional nine (9) months (April – December 2014.)

ACTION: Approve an expenditure in the amount of \$1,000 to support an additional nine (9) months (April – December 2014) of soundSpark in the Children's Theater of the West Hollywood Library. **Motioned by Commissioner Denenberg, seconded by Commissioner Williamson and approved unanimously.**

B. ACAC Work Plan and Budget Priorities 2014-2016

The Commission reviewed its 2012-2014 Work Plan and briefly discussed the following item:

- Community Cultural Plan (moving forward from General Plan)
- BID Partnerships/Collaborations
- Arts & Culture Budget
- Resources – Revenue and Staffing
- Marketing and Public Relations

ACTIONS: It was the consensus of the Commission as well as direction to staff to:

1. Remove *BID Partnerships and Collaborations* was part of its 2014-2016 Works Plan and budget priorities,

2. Retain *Community Cultural Plan; Arts and Culture Budget; Resources – Revenue and Staff and Marketing and Public Relations*.
3. Receive a formal introduction and presentation from the City's acting public information manager and the newly hired public information officer.
4. Review draft of Commission 2014-2016 Work Plan at the April/May 2014 meeting.

The Commission also expressed considerable interest in a retreat in the fall.

V. UNFINISHED BUSINESS

A. Art on the Outside Subcommittee Report

The Commission received a report from Subcommittee Chair Peter Mays on the Art on the Outside Subcommittee meeting held March 27, 2014, and considered ratifying recommendations proposed by the Subcommittee.

At the meeting, the subcommittee:

1. Received a presentation from Andy and JoAnne Goodman, Curator CBS Outdoor and approved images by photographer Bob Franks for the April 2014 installation on the videotron at 9039 Sunset Boulevard for ratification by the Arts and Cultural Affairs Commission.

ACTION: Motioned by Commissioner Denenberg, seconded by Commissioner Beroukhim and approved unanimously.

2. Discussed AOTO exhibition and programming opportunities for 2015.
3. Reviewed a proposed codification of the process for approving AOTO projects.
4. Received an update on the proposed West Hollywood Mural Program and Guidelines and next steps.
5. Received and filed a status report on current and on-going AOTO project and discussed as needed.

ACTION: Approval of the following recommendations proposed by the Subcommittee including approval of images by photographer Bob Franks for the April 2014 installation on the videotron at 9039 Sunset Boulevard.
Motioned by Commissioner Denenberg, seconded by Commissioner Beroukhim and approved unanimously.

Regarding West Hollywood Mural Program and Guidelines, it was the consensus of the Commission as well as direction to staff that art consultant Rebecca Ansert and staff review City of Los Angeles Mural Program application and guidelines.

B. Urban Art Subcommittee Actions Report

The Commission received a report from the Urban Art Subcommittee Chair Beverly Denenberg on the Urban Art Subcommittee meeting held March 21, 2014, and considered ratifying recommendations proposed by the Subcommittee.

At the meeting the Subcommittee:

1. Continued project overview of 8950 Sunset Boulevard to a subsequent meeting at the request of the developer.
2. Declined acceptance of the proposed gift of art work by artist Dado Schapira as a gift to the City.
3. Discussed Urban Art Subcommittee Work Plan and Budget Priorities for FY 2014-2016. As part of the Subcommittee's 2014-2016 Work Plan the Subcommittee will continue exploring the feasibility of moving forward with the Percent for Art Ordinance Modification.
4. Approved Stage II Schematic Plan for the Urban Art Project at 1345 Havenhurst as presented by artist David Duncan.
5. Approved artist Christian Moeller as the artist for the Urban Art Project at 7300-7328 as presented by Lendrum Fine Art.
6. Approved Stage II Schematic Plan for the Urban Art Project at 1250 North Fairfax as presented by artist Cliff Garten pending receipt of Stage II documentation.

ACTION: Approval of the following recommendation proposed by the Urban Art Subcommittee including: 1) Decline acceptance of the proposed gift of art work by artist Dado Schapira as a gift to the City; 2) Approval Stage II Schematic Plan for the Urban Art Project at 1345 Havenhurst as presented by artist David Duncan pending receipt of Stage II documentation; 3) Approved artist Christian Moeller as the artist for the Urban Art Project at 7300-7328 as presented by Lendrum Fine Art; and 4) Approval Stage II Schematic Plan for the Urban Art Project at 1250 North Fairfax as presented by artist Cliff Garten pending receipt of Stage II documentation. **Motioned by Commissioner Mays, seconded by Commissioner Rackley and approved unanimously.**

C. Arts and Cultural Affairs Commission Projects

The Subcommittee received an update from staff on current Arts and Cultural Affairs Commission projects and discuss as needed projects under the Commission's oversight:

<ul style="list-style-type: none"> ▪ Art on the Outside <ul style="list-style-type: none"> - Temporary Art Projects - Videotron and Vertical Billboard - West Hollywood Library Exhibits - West Hollywood Mural Program 	<p>Refer to Unfinished Business Item V.A – Art on the Outside Subcommittee Report.</p>
<ul style="list-style-type: none"> ▪ City of West Hollywood 30th Anniversary of City Hood 	<p>Administrative Specialist and Commission Secretary Prentis Bonds informed the Commission that the Cultural Affairs Administrator Andrew Campbell will serve on an ad-hoc planning committee for the City's 30th</p>

	Anniversary of Cityhood. Mr. Campbell will keep the Commission apprised of updates.
<ul style="list-style-type: none"> ▪ WeHo East Arts (Eastside Arts Initiative) ▪ Laurel House ▪ Marketing & Community Outreach 	<p>Economic Development and Cultural Affairs Coordinator Michael Che reported on the opening reception of the Beast at Plummer Park.</p> <p>Commissioner Williamson spoke concerning notification he received from the City regarding Laurel House Task Force.</p>
<ul style="list-style-type: none"> ▪ Performing Arts and Cultural Affairs <ul style="list-style-type: none"> - Arts Grant Program - Free Theatre in the Parks - One City One Pride - Resident Company Program - Winter & Summer Sounds 	<p>Refer to Consent Calendar Item II.C – Performing Arts and Cultural Affairs Subcommittee Report.</p> <p>Commissioner Rackley commented that the Performing Arts and Cultural Affairs Subcommittee as part of its discussion on the 2015 Arts Grant Program is considering a two-year grant award similar to the Los Angeles County Arts Commission.</p>
<ul style="list-style-type: none"> ▪ Plummer Park and West Hollywood Park Capital Projects 	Staff will keep the Commission apprised of potential City Council discussions on Plummer Park and other West Hollywood capital projects.
<ul style="list-style-type: none"> ▪ Urban Art <ul style="list-style-type: none"> - % for Art Ordinance Modification - % for Art/Urban Art Program - Public Art Conservation 	Refer to Unfinished Business Item V.B – Urban Art Subcommittee Report.

VI. EXCLUDED CONSENT CALENDAR

None.

VII. ITEMS FROM THE CHAIR

None.

VIII. ITEMS FROM THE COMMISSION

Commissioner Williamson requested that the Commission consider appointing another commissioner to serve on the Laurel House Task Force due to work obligations. He also requested that staff explore the feasibility of visual arts installations in the West Hollywood Library Community Meeting Room similar to installations in the Library.

Commissioner Denenberg spoke concerning the City Hall Automated Parking Garage ground breaking held March 17, 2014.

Commissioner Mays requested that staff include Stage II Schematic Plan images and other types of supporting documents whenever possible to aid the Commission in making decisions on such items.

Commissioner Beroukhim requested that staff revise the Commission setup to a U shape.

IX. ITEMS FROM THE STAFF

Staff commented on the City of West Hollywood Budget Fair to be held Wednesday, April 2, 2014 from 5 to 8 p.m. at Plummer Park Rooms 5&6.

X. DEVELOPMENT OF NEXT MEETING AGENDA

The Commission advised staff on development of the April 24, 2014 meeting agenda. Agenda Items shall include:

- Visual Arts Programming in the West Hollywood Community Meeting Room
- Introduction/presentation City of West Hollywood Public Information Division.
- Arts and Cultural Affairs Commission Retreat.

XI. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:10 p.m. to its next meeting scheduled Thursday, April 24, 2014 at 5:00 p.m. in the Community Room at the West Hollywood Library.



Yelena Zhelezov, Chair



Prentis Bonds, Staff Liaison/Recording Secretary